



"SUMMER" PAINTED BY A. D. GREER

SECOND IN SEARS SERIES OF COVER LANDSCAPES

FOR FRAMED REPRODUCTIONS, SEE PAGE 594

SPRING AND SUMMER 1945

SEARS, ROEBUCK AND CO.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

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Ann Barton

Our own trade name

**Sears Finest Prints in
misses' dressier styles**

\$8.98
each

Like gaiety, charm of color? Get all you want in these two-tone, multi-tone prints . . . introducing our finest Ann Bartons. They've not only color to flatter, but quality detailing for fine fit, costlier fabrics for better wear in keeping with Sears standards of more-for-your-money value. Styles are sweet and pretty . . . with the simplicity of wear-everywhere good taste.

- Waistlines, yokes and shoulder seams are all taped
- Sleeve bottoms have deep faced and taped hems
- All seams cleanly pinked • Side seams pinked, pressed open and $\frac{7}{8}$ in. wide to allow for letting out
- Fine stitching that has 12 to 16 stitches per inch
- Hems taped, blind-stitched, 2-in. deep for lengthening
- Buttonholes closely stitched; corners reinforced
- Shoulder pads are firm, hand tacked for smooth fit
- Belts firmly reinforced; belt loops of self fabric
- Contour Closure, exclusive Sears feature, a bulk-free placket closing. (Not in button front dress.)

- A** THE LOOP PRINT suit dress has shirred, figure-following jacket. Front set-in panel gives wide-shoulder effect. Matching buttons, flower trim. Gored skirt. Of better quality, smooth rayon crepe. Dry clean. *Sizes:* 12, 14, 16, 18, 20; scale on page 5. *State size.* Shipping weight, 1 pound 8 ounces.
- ♦ 31 L 4445—Medium gray-and-white \$8.98
 - ♦ 31 L 4446—Light blue-and-brown \$8.98
 - ♦ 31 L 4447—Fuchsia (purplish rose)-and-black \$8.98

RAYON BELTING HAT, stitched flare-back brim, head-hugging crown. Pretty way to show off hair-do. White only. *Measure,* 78 L 5332—Fits 22 to 22½ in. head. Shpg. wt., 1 lb. 3 oz. \$2.98

Dresses shown on opposite page, described below, made of Mallinson's Rayon Cruisaline

Cruisaline . . . famous favorite because it looks expensive, is cool, resists wrinkling. And is hand washable separately in LUX. An all spun rayon with even, non-nubby weave. Smart dull texture, many-season durability.

- B** THE FLORAL PRINT bow-trimmed dress. New rounded neckline, short sleeves have self cord binding. Big patch pockets on front shirred, back gored skirt. *Sizes:* 10, 12, 14, 16, 18; scale on page 5. *State size.* Shipping wt., 1 lb. 8 oz.
- ♦ 31 L 4448—White with aqua blue, fuchsia (purplish rose)
 - ♦ 31 L 4449—Pink ground with aqua blue, white . . . Each \$8.98

- C** THE STRIPED BUTTON FRONT dress has cleverly detailed flaps over clusters of shirring; rich, self fabric covered buttons. Front full, back gored skirt. *Sizes:* 12, 14, 16, 18, 20; scale on page 5. *State size.* Shipping weight, 1 lb. 8 oz.
- ♦ 31 L 4450—Light gray, fuchsia (purplish rose)-white
 - ♦ 31 L 4451—Light blue-gold-white Each \$8.98

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Easy Terms, available if total is \$10 or more . . . see inside back cover.

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2 . . SEARS, ROEBUCK AND CO. CAB

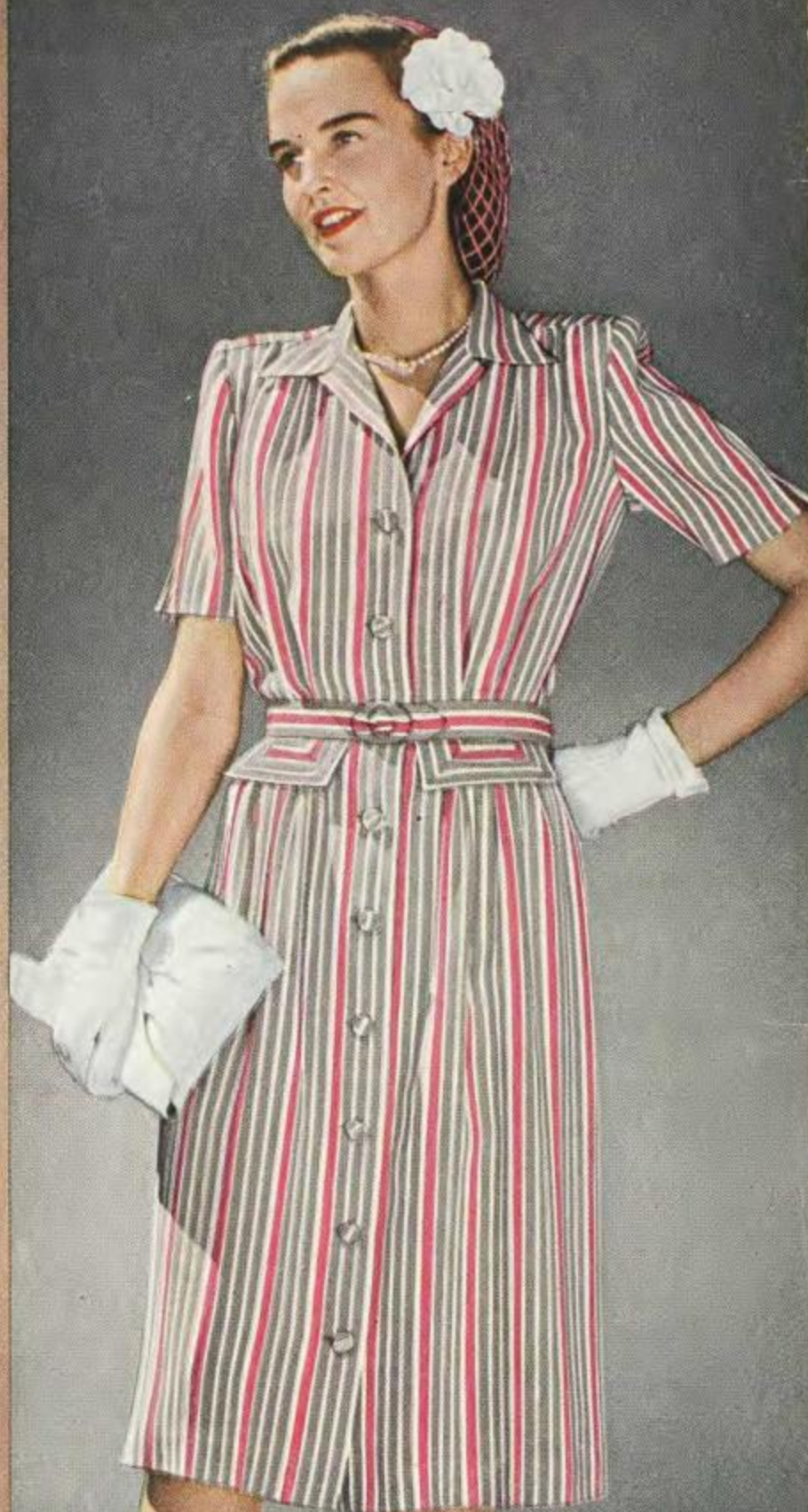


A THE LOOP PRINT SUIT (shown in med. gray-and-white) \$8.98
Also comes in fuchsia-and-black or lt. blue-and-brown, below.

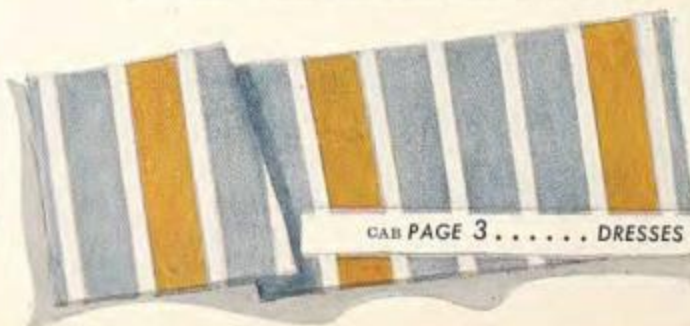




B THE FLORAL PRINT (shown in white-aqua blue-fuchsia) \$8.98
Also comes in pink-aqua blue-white print, below.



C STRIPED BUTTON FRONT (shown in gray-fuchsia-white print) \$8.98
Also comes in blue-gold-white print shown below.



CAB PAGE 3 DRESSES



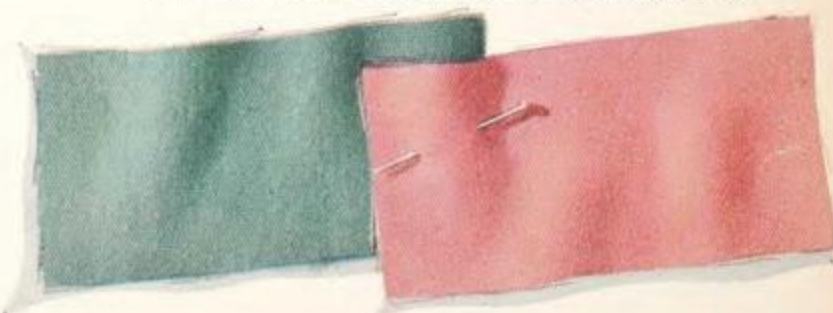
A THE ROUND NECK DRESS (shown in aqua blue) **\$7.98**
Also comes in beige (light tan) and melon (bright rose), below



B THE PETAL-COLLARED DRESS (shown in soft gold) **\$7.98**
Also comes in aqua blue and melon (bright rose), below



4 . . SEARS, ROEBUCK AND CO. CAB



Ann Barton

Our own trade name

**Sears Finest Casuals in
Stunzi's rayon gabardine**

\$7.98
each

All-year casuals in a fresh mood. With accent on light, bright colors. Style newness. With buttons on the slant, down the front or side. They've our best in making and fabric. We've used Stunzi's rayon gabardine, nationally famous for fine quality, for crisp tailoring, and for value . . . as are the Ann Barton dresses in which we use it.

- Waistlines, yokes and shoulder seams are all taped
- Sleeve bottoms have deep faced and taped hems
- All seams cleanly pinked • Side seams pinked, pressed open and $\frac{1}{8}$ -inch wide to allow for letting out
- Fine-stitching . . . with 12 to 16 stitches per inch
- Hems taped, blind-stitched, 2-in. deep for lengthening
- Buttonholes closely stitched; corners reinforced
- Shoulder pads are firm; hand tacked for smooth fit
- Belts firmly reinforced; belt loops of self fabric

Dresses A and B illustrated on opposite page

[A] THE ROUND NECK DRESS uses buttons for dash. Side set-in pocket slants, too. Gored skirt with knife pleat under buttons. Contrast trimmed self belt. Of Stunzi's rayon gabardine. Dry clean. *Sizes:* 10, 12, 14, 16, 18; scale below. *State size.* Shpg. wt., 1 lb. 8 oz.

♦31 L 4455-Aqua blue ♦31 L 4456-Beige (light tan)
♦31 L 4457-Melon (bright rose) Each \$7.98

[B] THE PETAL-COLLARED DRESS, with *Talon* slide fastener, features scallops and buttons that start diagonally at neckline, end at hips. Side pocket on front kick-pleated, back-gored skirt. Side tie belt. Of Stunzi's rayon gabardine. Dry clean. *Sizes:* 10, 12, 14, 16, 18; scale below. *State size.* Shpg. wt., 1 lb. 8 oz.

♦31 L 4458-Soft gold ♦31 L 4459-Aqua blue
♦31 L 4460-Melon (bright rose) Each \$7.98

[C] THE CARDIGAN NECK DRESS, button front version. Front shirred, back gored skirt; double-buckled belt. Side set-in pockets; self covered buttons. Of Stunzi's white striped rayon gabardine. Dry clean. *Sizes:* 10, 12, 14, 16, 18; scale below. *State size.* Shpg. wt., 1 lb. 8 oz.

♦31 L 4462-Medium gray ♦31 L 4463-Aqua green
♦31 L 4464-Melon (bright rose) Each \$7.98

MISSES' SIZE SCALE for figure with youthful bustline, slender waist.

Order size	10	12	14	16	18	20	22
If hips are:	34	35	36½	38	39½	41	43 inches
If waist is:	24	25½	27	28½	30	32	34 inches
If bust is:	31	32½	34	35½	37	39	41 inches
Dress length is:	41	41½	42	42½	43	43½	44 inches

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from your Sears nearest mail order house. Easy Terms available if order totals \$10 or more . . . see inside back cover for complete details.

[C] THE CARDIGAN NECK DRESS, \$7.98
Comes in medium gray, aqua green and melon (bright rose)

Ann Barton

Our own trade name

Sears Finest Suit Dresses in famous rayon fabrics

\$7.98
each

Suit dresses rate high with well-groomed women for their planned-costume look. They've the comfort of a dress under a coat and street-wear trimness worn alone. For solid colors see these 2 pages. Bright prints on pages 3 and 8. All have fashion's okay for smartness... Sears endorsement of more-for-your-money value.

- Fine stitching . . . with 12 to 16 stitches per inch
- Shoulder seams are taped. Side seams are pinked, pressed open; are $\frac{1}{8}$ inch wide to allow for letting out. All other seams are cleanly pinked
- Buttonholes closely stitched; corners reinforced
- Shoulder pads hand-tacked to lie flat; fit well
- Sleeve bottoms have deep, faced and taped hems
- Hems are taped, blind stitched, 2 inches deep
- Skirts neatly side-closed with Contour Closure placket closing . . . an exclusive Sears feature

- A** LABTEX BUTCHER RAYON, a Brighton Fabric, for the saw-tooth edged suit dress. For it's a spun rayon staunchly woven for linen-like crispness. Edging narrows down from shoulder to jacket bottom for slimming shapeliness. Detachable white dickey. Finished cardigan neckline can be worn as is. Gored skirt with front kick pleat. Dry clean. Sizes: 10, 12, 14, 16, 18; size scale on page 11. State size. Shipping weight, 1 pound 8 ounces.
- ♦311 4465—Bright green \$7.98
♦311 4466—Cocoa (medium brown) \$7.98
Available after January 25th

Dresses described below illustrated on opposite page

- B** VELVETAY-PRINTED BENGALINE, a lustrous, ribbed rayon, lends elegance, texture interest to simplicity of classic suit dress. Switch accessories for tailored or feminine look. Jacket has 3 dramatic buttons, gently rounded notched collar, form-curving darts. Skirt gored all around. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale on page 11. State size. Shipping weight, 1 pound 8 ounces.
- ♦311 4470—Black with pink print \$7.98
Available after January 25th

- C** FRANKLY'S GLAMOUR, a firm-weave rayon crepe, specially selected to give good hang to soft-line suit dress. Rosette-fluffs of eyelet embroidery on detachable dickey have Springtime freshness. Deep folds give wide-shoulder line to slim-hipped cardigan jacket. Gored skirt. Dry clean. Sizes: 12, 14, 16, 18, 20; scale on page 11. State size. Shpg. wt., 1 lb. 8 oz.
- ♦311 4468—Navy blue, white trim \$7.98
♦311 4469—Medium brown, white trim \$7.98
Available after January 25th

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Easy Terms are available if your order totals \$10 or more . . . see inside back cover for complete information



*It's a
Brighton Fabric*
BUTCHER RAYON



B

Uelveray
RAYON
BENGALINE



C

*Frankly's
Glamour*
RAYON CREPE



Misses' Dresses of Super-Charmalac, rayon and Aralac blend



Charmette's even-weave fabric, wearable year-round. Hand washable separately in lux. Charmettized so it has a maximum shrinkage of only 2%.

All dresses on this page available after January 25th, 1945

\$3.98
each

PEG-POCKET DRESS has new kimono sleeves. White trim across shoulders, pockets, for collar. White buttons outline pockets. Front full, back gored skirt. *Sizes:* 10, 12, 14, 16, 18; *scale, page 11. State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 L 4488—Aqua blue
♦ 31 L 4489—Melon (bright rose)
♦ 31 L 4490—Violet. Each, \$3.98

SCALLOP EMBROIDERY forms interesting yoke effect. Also outlines false fly front. Dressy enough for dating. Front shirred, back paneled skirt. *Sizes:* 12, 14, 16, 18, 20; *size scale on page 11. State size.* Shipping weight, 1 lb. 8 oz.
♦ 31 L 4492—Med. green, white trim
♦ 31 L 4493—Melon (bright rose) with white trim. . . . Each, \$3.98

JUMPER with big buttons and side pockets. Deep oval neck. Front shirred, back gored skirt. Blouse not included. *Sizes:* 10, 12, 14, 16, 18; *scale, page 11. State size.* Shpg. wt., 1 lb. 8 oz.
♦ 31 L 4495—Navy blue . . . \$3.98
♦ 31 L 4496—Med. green . . . \$3.98
♦ 31 L 4497—Cocoa (med. brown) . . . \$3.98

TWO-PIECE SUIT DRESS, ric-rac trimmed. Crisp 4-button cardigan jacket; patch pockets. All-around gored skirt. *Sizes:* 10, 12, 14, 16, 18; *scale, page 11. State size.* Shipping weight, 1 lb. 8 oz.
♦ 31 L 4498—Cocoa (medium brown) with white trim . . . \$3.98
♦ 31 L 4499—Medium green with white trim . . . \$3.98

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.



Crisp Rayon Sharkskin

In gleaming white that stays white. Won't wilt. **\$3.98** each

SADDLE-STITCHING and buttons outline bodice panel and curving side pockets of shirtrock. Front kick-pleated, back gored skirt; self belt. Hand wash separately in LUX. *Sizes:* 12, 14, 16, 18, 20; *scale* on page 5. *State size.* Shipping weight, 1 lb. 8 oz.
 ♦ 31 L 4475—White with green stitching and buttons.....\$3.98

MONOGRAM-LIKE TRIM, on fake pockets gives color to fly front-effect shirtrock. Gored skirt. Hand wash separately. *Sizes:* 10, 12, 14, 16, 18, 20; *scale*, pg. 5. *State size.* Shpg. wt., 1 lb. 8 oz.
 ♦ 31 L 4477—All white
 ♦ 31 L 4479—Red-white checks
 ♦ 31 L 4478—Medium blue-white checks.....Each \$3.98

Rayon Sandgrain Dresses

Light in weight, with interesting pebble weave and slight luster. **\$3.98** each

SCALLOPS, BUTTONS charmingly used on square neck, kimono sleeves. Shoulders button through. Front gathered, back gored skirt. Hand wash separately in LUX. *Sizes:* 10, 12, 14, 16, 18; *scale*, pg. 5. *State size.* Shpg. wt., 1 lb. 8 oz.
 ♦ 31 L 4480—Melon (bright rose)
 ♦ 31 L 4481—Aqua blue
 ♦ 31 L 4482—Violet... Each \$3.98

CONTRAST BANDS, scroll trim lend new fashion look to classic button front dress. Front shirred, back gored skirt. Wash separately in LUX. *Sizes:* 12, 14, 16, 18, 20; *scale*, page 5. *State size.* Shipping weight, 1 lb. 8 oz.
 ♦ 31 L 4485—Aqua blue, white trim
 ♦ 31 L 4486—Beige (med. tan) with brown trim.....Each \$3.98

Easy Terms available on assembled wardrobe orders if total is \$10 or more. See inside back cover for full details.

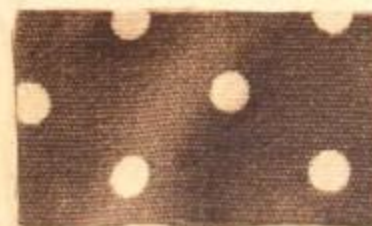
Expecting a baby?

Bright, gay clothes you'd wear normally . . . designed for ease you need now . . . low priced

Sears experts do a wardrobe of maternity clothes to answer every purpose. To match your youth in age and spirit, with the prettiness and jauntiness you'd have chosen before. Only difference is we've included cleverly concealed adjustable features to meet your changing measurements. Added deep gathers, generous pleats to give you the comfortable fit your well-being demands. Remember—order your regular size. We've allowed for all figure changes in design of each garment. As with all Sears fashions, prices are low, so you can afford to have as many changes as you'd like. Easy Terms available, if order totals \$10 or more. Why not select your complete wardrobe now? Add baby's layette to it and save precious time, energy. Layettes shown on pages 238 and 243. Easy Terms in detail on inside back cover.



Cotton Floral Print for smocked dress shown and described on opposite page . . . \$2.19



Dotted Rayon-and-Cotton for scalloped square neck dress shown, described on this page . . . \$4.49



Rayon-and-cotton **\$4.49** Rayon alpaca-type fabric **\$6.98**

SCALLOPED SQUARE NECK Maternity dress in two fabrics. Detachable light trim lends softness. Bodice folds continue neckline. Front unpressed pleated, back gored skirt. Snap adjustment; tie sash. *Sizes:* 10, 12, 14, 16, 18, 20; scale, pg. 5. *State size.* Shpg. wt., ea., 1 lb. 8 oz. RAYON ALPACA-TYPE FABRIC, illustrated on figure, in solid all-year colors. Dry clean.

♦31 L 5900—Medium blue, white trim . . . \$6.98
♦31 L 5901—Black, pink trim . . . \$6.98
Available after January 25th

DOTTED RAYON AND COTTON, swatched on Page. White trim. Hand wash separately in LUX.
♦31 L 5905—Medium blue ground . . . \$4.49
♦31 L 5906—Aqua green ground . . . \$4.49
♦31 L 5907—Cocoa (med. brown) ground . \$4.49
Available after January 25th

\$4.98

RUFFLE TRIMMED DIRNDL Maternity dress, sweetly feminine, fits in anywhere. Charming enough to wear later. Deep ruffles descend from shoulders, outline slash pockets, to slim you. Skirt, gored in back, has drawstring front. Creates front fullness that expands. Tie-sash. French-type rayon crepe floral print. Hand wash separately in LUX. *Sizes:* 10, 12, 14, 16, 18, 20; scale, pg. 5. *State size.* Shpg. wt., 1 lb. 8 oz.

♦31 L 5910—Bright red ground . . . \$4.98
♦31 L 5911—Med. green ground . \$4.98
♦31 L 5912—Navy blue ground . \$4.98
Available after February 15th



Skirt **\$4.98**

FRONT DRAWSTRING SKIRT of Pacific's nationally famous 100% wool crepe. Light in weight, comfortable throughout the year. Skirt is cleverly designed so that the front expands to fit your changing dimensions. Wear it with blouses or sweaters to add variety to your maternity wardrobe. 2-button back closing on waistband and back gores give you a trim line. Concealed, flat-lying placket closing. Dry clean. *Misses' sizes:* 12, 14, 16, 18, 20. Be sure to state size. Shipping weight, 1 pound 2 ounces. Blouse not included.

♦71 3438—Medium blue.....\$4.98
♦71 3439—Black.....\$4.98

\$4.98

JUMPER with young, slimming wide-shouldered top; peaked waistband insert. Front buttons, either side, control side adjustment. Front kick-pleated, gored skirt. Jumper has unlimited serviceability, variety. Change its looks by wearing with different blouses, shirts, sweaters. Trimly tailored of Super-Charmalac, a spun rayon blended with aralac (man-made fiber). Hand wash separately in LUX. *Sizes:* 9, 11, 13, 15, 17; size scale on page 996. *State size.* (Blouse not included). Shipping weight, 1 lb. 8 oz.

♦31 5974—Medium blue.....\$4.98
♦31 5975—Cocoa (medium brown) \$4.98

Rayon-and-cotton **\$3.79** Cotton **\$2.19**

SMOCKED DRESS, favorite of young mothers-to-be. So attractive on; fits comfortably. Adjustable belt from back panel; concealing front fullness; white collar. *Sizes:* 12, 14, 16, 18, 20, 22; scale, pg. 996. *State size.* Shpg. wt., each, 1 lb. 8 oz. **SPUN RAYON-AND-COTTON** bow print, shown on figure. Hand wash in LUX.

♦31 5949—Navy blue ground....\$3.79
♦31 5950—Medium rose ground...\$3.79
♦31 5951—Medium brown ground.\$3.79
COTTON FLORAL PRINT, swatched on opposite page. Hand wash separately in LUX.
♦31 5957—Medium blue ground...\$2.19
♦31 5958—Rose ground.....\$2.19
Available after February 15th.



Juniors

Newest, niftiest styles a Junior Miss or Mrs. could want to suit her fancy, figure and finances. Prettiest princess dresses, basques, dirndls . . . with snap and sparkle. Pared-and-pruned through the middle so as not to weigh down your slimness . . . to make you look taller. Cut for perfection of fit with shorter shoulder-to-waist bodices, shorter skirts, smaller waistlines . . . to cut out alteration fuss and cost. And you'll like this—there's no limit to wardrobe variety when you fashion-shop by mail at Sears. Our low prices see to it you can afford the many changes your busy day-and-date life demands.

\$5.98
each

Eyelet-edged Princess Dress of rayon cubana cloth



Like princess lines? This dress has them . . . long, tapering . . . to make you look inches taller, slimmer. Double flaps, flat against your hips, have fashion's okay. Belted in back to whittle away your waistline. Want fresh charm of white ruffles? We've whipped up a froth of them . . . in much-wanted eyelet embroidery . . . to outline front in double-breasted effect, square off neck, serve as sleeve trim. Looking for a dress that's a whizz to slip on? This one buttons conveniently to below waist on one side. And what buttons . . . two rows of lacy-looking plastics in chalky white. Hoping for a fabric that'll stay crisp, won't need much pressing? That's just the reason we've used Frankly's rayon Cubana Cloth. Has lots of body, firm texture. Dry clean. *Sizes:* 9, 11, 13, 15, 17; *scale below.* *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 L 4300—Aqua blue ♦ 31 L 4301—Yellow
♦ 31 L 4302—Pink Each \$5.98

Juniors' Size Scale for figure slightly shorter than Misses'. Bust higher, waistline slimmer, higher. Measure carefully; then order size closest to your measurements as indicated below.

Order Size	9	11	13	15	17	
If hips are: . . .	33	34½	36	37½	39	inches
If waist is: . . .	23½	24½	26	27½	29	inches
If bust is: . . .	30½	32	33½	35	36½	inches
Dress length: . .	39½	40½	41	41½	42	inches

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. Why not get everything you need at one time for wardrobe smartness? Easy Terms available if total order is \$10 or more. See inside back cover for details.



Our best Junior Rayons to make you look your best

\$8.98

THE MULTI-BUTTON 2-piece suit dress. Jacket front curves in, out, then rounds off neatly. Make-believe pocket flaps follow same line. White eyelet embroidery trim; self flower. 6-gore skirt. Of butcher rayon with look of linen. Dry clean. *Sizes:* 9, 11, 13, 15; see scale on opposite page. *State size.* Shipping weight, 1 lb. 8 oz.

◆ 3114305—Bright green
◆ 3114306—Cocoa (med. brown)
Each \$8.98

Available after Jan. 25th

\$7.98

THE RUFFLED U-NECK dress clings and swings. Clusters of shirring in front, at sides, are reason for figure-following softness. In dark, year-round colors, set off with pink rose. Skirt gored in back. Back belt cinches in waistline. Of rayon crepe. Dry clean. *Sizes:* 9, 11, 13, 15, 17; see scale on opposite page. *State size.* Shipping weight, 1 pound 8 ounces.

◆ 3114310—Navy blue... \$7.98
◆ 3114311—Black..... \$7.98

Available after Jan. 25th

\$7.98

THE DRAPED TORSO dress, sleek 'n soft on top, falls in rippling folds below. For dates in romantic mood. Spaghetti trim, over gathers, from V-neck to below waist. Shirring catches up sleeves, creates shoulder fullness. Skirt back gored, belted. Rayon crepe. Dry clean. *Sizes:* 9, 11, 13, 15, 17; scale, opp. page. *State size.* Shpg. wt., 1 lb. 8 oz.

◆ 3114315—Red ground
◆ 3114316—Light blue ground
Each \$7.98

Available after Jan. 25th

\$6.98

THE SIDE-BUTTON pastel dress... dressy enough for a bride. Its princess lines streamline your figure. Dressed up with big white bow, self-loop fringes around oval neck, sleeves. Belted in back at waist. Made of fine ribbed rayon. Dry clean. *Sizes:* 9, 11, 13, 15, 17; size scale on opposite page. *State size.* Shipping weight, 1 lb. 8 oz.

◆ 3114320—Pink..... \$6.98
◆ 3114321—Aqua blue... \$6.98
◆ 3114322—Yellow..... \$6.98

Available after Jan. 25th

Match accessories to dresses. Easy Terms available if order totals \$10 or more. See inside back cover.

PC PAGE 23 DRESSES



Juniors' Rayons . . . date-raters and work-wonders

\$4.98

THE MONOGRAM-EFFECT dress boldly contrasts two colors. Result . . . sure-fire target for admiring glances. Has new flap-back sleeves, young cardigan neck. Wide belt, darts nip in waist. Front gathered, back gored skirt. Of fine ribbed rayon. Dry clean. *Sizes:* 9, 11, 13, 15, 17; scale on page 22. *State size.* Shpg. wt., 1 lb. 8 oz.

♦ 3114325—Aqua blue with medium brown trim . . . \$4.98

♦ 3114326—Yellow with medium brown trim . . . \$4.98

Available after Jan. 25th

\$4.98

THE DARK TOP DRESS with new cap sleeves is fashion's latest. So strikingly simple. Dirndl skirt is banded in same color as top. Torso-slim bodice; front set-in, tie-back sash. Buttons match skirt. Of fine ribbed rayon. Dry clean. *Sizes:* 9, 11, 13, 15, 17; size scale, page 22. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 3114330—Black top with pink skirt . . . \$4.98

♦ 3114331—Black top with aqua blue skirt . . . \$4.98

Available after Jan. 25th

\$4.98

THE BASQUE JUMPER goes places—on dates with dressy blouse; to work with shirt; out sunning worn alone. Applied white felt bows perk up shirred bodice, full skirt. Slit pockets; buttoned, sashed in back. Of rayon gabardine. Dry clean. *Sizes:* 9, 11, 13, 15, 17; see size scale on page 22. *State size.* Shipping weight, 1 lb. 8 oz. (Blouse not included).

♦ 3114335—Bright red . . . \$4.98

♦ 3114336—Med. blue . . . \$4.98

♦ 3114337—Bright green . . . \$4.98

Available after Jan. 25th

\$5.98

THE MULTI-STITCHED dress of Crown-tested French-type rayon crepe. Hand washable separately in LUX. Top-to-hem rows of stitching make you look taller. Button-on white bow; detachable cuffs. Front shirred, back gored skirt. *Sizes:* 9, 11, 13, 15, 17; size scale on page 22. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 3114340—Med. blue, white dots

♦ 3114341—Red, with white dots

♦ 3114342—Medium green with white dots. Each . . . \$5.98

Available after Feb. 15th

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.



Junior Fashion Headliners in rayon and part rayon

\$2.98

THE RIC-RAC banded dress, a style hit in washable print. Make-believe button front; front set-in waistband with tie back sash. Opening at back neck. Front full, back paneled skirt. Of rayon-and-cotton. Hand Lux separately. *Sizes:* 9, 11, 13, 15, 17; see size scale on page 22. *State size.* Shipping weight, 1 lb. 8 oz.

♦ 3114345—Med. blue print
♦ 3114346—Med. rose print
♦ 3114347—Cocoa (med.brown) print. Each.....\$2.98

Available after Jan. 25th

\$2.98

THE BORDER PRINT dress is small of waist, lean of line. Has dash, brightness you want; is washable. Unusual to find all-around unpressed pleated skirt at this low price. Long torso top; back tie sash. Of rayon-and-cotton. Hand wash separately in Lux. *Sizes:* 9, 11, 13, 15; size scale on page 22. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 3114350—Medium blue ground
♦ 3114351—Medium rose ground
Each.....\$2.98

Available after Jan. 25th

\$3.98

THE PRINCESS DRESS is the style figure-wise Juniors choose. Especially when sweep of white lace and medallions, against fresh pastel, add length of line; give wide-shouldered look. Easy-on button front; belted in back. Of spun rayon. Dry clean. *Sizes:* 9, 11, 13, 15; see size scale on page 22. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 3114355—Aqua blue..\$3.98
♦ 3114356—Light red..\$3.98
♦ 3114357—Yellow.....\$3.98

Available after Jan. 25th

\$3.98

THE BRAID-TOPPED dress is sure to allure. Curved sweetheart neck; wisp of a waist; all-around gathered skirt. Darts mould bodice; set-in belt; buttoned in back to below waist. Of spun rayon in festive light colors. Dry clean. *Sizes:* 9, 11, 13, 15, 17; see size scale on page 22. *State size.*

Shipping weight, 1 pound 8 ounces.

♦ 3114360—Pink, white trim
♦ 3114361—Aqua blue with white trim. Each.....\$3.98

Available after Jan. 25th

You can assemble your wardrobe all at one time. Easy Terms available if total order is \$10 or more . . . see inside back cover.



A THE TWO-TONE SUIT DRESS \$8.98

Our Best for Women

Softly detailed, all season Dresses of fine quality rayon alpaca-type fabric

\$8.98
each



BERLINGER products have a national reputation for lasting beauty, luxurious drape. That's why we use their rayon alpaca-type fabric for these year-rounders. It's a medium weight, evenly-textured sheer. Just right for now, specially in Spring blues; not too light in body for winter.

- A THE TWO-TONE SUIT DRESS** is youthfully styled with scalloped, dotted panel on jacket that creates thinning effect. Front pleated, back gored skirt. Solid color in rayon alpaca-type fabric; polka dots on French-type rayon crepe. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; *scale, page 30. State size. Shpg. wt., 1 lb. 8 oz.*
 ♦ 31 L 4600—Navy blue with white polka dots...\$8.98
 ♦ 31 L 4601—Black with white polka dots...\$8.98
 Available after January 25th

Dresses described below illustrated on opposite page

- B THE BUTTON FRONT**, dress up version, enjoys sparkle of white against dark. With curving embroidery, slimming column of buttons, neat duco-printed design... all white. Gored skirt. Rayon alpaca-type fabric. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; *scale on page 30. State size. Shipping weight, 1 pound 8 oz.*
 ♦ 31 L 4605—Deep blue ♦ 31 L 4606—Dark green
 ♦ 31 L 4607—Black Each...\$8.98
 Available after February 15th

THE SMART SAILOR of imported straw braid. Flattering brim covered with pleated ribbon. White only. Shipping weight, 1 pound 9 ounces.
 78 L 5190—Fits 21½ to 23 inch headsize...\$3.98

- C THE SIDE DRAPE** wrap dress first won fame in Hollywood. Flared drapery cascading from surplice V-neckline gives movie-star slimness. Easiest of styles to get into, feel dressed up in—fastens with a single gesture. Side tie set-in belt. Scallops on skirt, sleeves; rose trim. Rayon alpaca-type fabric. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; *scale on page 30. State size. Shipping weight, 1 pound 8 ounces.*
 ♦ 31 L 4610—Navy blue ♦ 31 L 4611—Black
 ♦ 31 L 4612—Deep rose Each...\$8.98
 Available after January 25th

- D THE V-NECK DRESS** has dressiness you never tire of. Sleek midriff topped by rayon sheer bodice, braid-embroidered. Gored skirt has especially flattering hang with close spacing of front gores. Rayon alpaca-type fabric. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *scales, pages 30, 996. State size. Shpg. wt., 1 lb. 8 oz.*
 ♦ 31 L 4615—Medium blue...\$8.98
 ♦ 31 L 4616—Black...\$8.98
 Available after January 25th

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Why not get accessories now—Easy Terms available if total is \$10 or more. See inside back cover.



B THE BUTTON FRONT DRESS \$8.98

C THE SIDE DRAPE WRAP DRESS \$8.98

D THE BASIC V-NECK DRESS \$8.98

Alpaca-type rayon Dresses for Women, shown above, are described on this opposite page.

Bemberg Sheers

Spring-Summer Rayon Print
Dresses in women's sizes

\$5.98
each



BEMBERG Rayon Sheer Prints, certified for washing qualities, bring color, comfort to spring-summer wardrobes. So easy to keep fresh, ready for wear—hand wash separately in Lux. So long lasting—Sears rigid specifications (listed below) see to that. Women tall, short, large, small, look well in them, want them. So we do some in sizes up to 48, one in half sizes, all in 34 to 44.

- Waistlines, yokes—taped, bound or double-stitched
- Buttonholes are all closely stitched for longer wear
- Sleeve bottoms have deep, blind stitched hems
- Fine stitching everywhere • 2-inch deep hems
- Seams pinked • Side seams wide enough to let out
- Belts firmly reinforced; self fabric belt loops
- Contour Closure, Sears exclusive, flat-lying placket closing. Also serves as handy hidden pocket.

A THE POLKA DOT one-piece dress, in women's and half sizes, gets youthful two-piece look from front peplum. Fine tucks, buttons give yoke effect. White band on surplice neck detaches. Gored skirt. Hand washable Bemberg rayon sheer. *State size.* Shpg. wt., 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; *scale,* page 30. ♦311 4620—Med. green grd. ♦311 4621—Lt. gray grd. ♦311 4622—Navy blue grd. Each \$5.98
Half sizes: 16½, 18½, 20½, 22½, 24½, 26½; *size scale* on page 34. ♦311 4820—Med. green grd. ♦311 4821—Lt. gray grd. ♦311 4822—Navy blue grd. Each \$5.98
YOUNG TOQUE; white Celteg fiber ruffle. Rayon and cotton belting crown, bow; elastic band. *Colors:* Black, navy, rust brown. *State color.* Shipping weight, 12 oz. 781 5461—Fits 21½ to 23 in. headsize. \$2.49

B THE FLORAL SCROLL PRINT, in slimming button front style. Has good-for-seasons smartness. Removable white collar tops finished cardigan neckline. Make-believe pocket flaps. Front pleated, back gored skirt. Hand washable Bemberg rayon sheer. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *size scales* on page 30. *State size.* Shpg. wt., 1 lb. 8 oz. ♦311 4625—Med. rose grd. ♦311 4626—Med. green grd. ♦311 4627—Med. blue grd. Each \$5.98

C THE TINY SCROLL PRINT basic dress with corded shirring at shoulder, white flower at V-neck. Skirt has unpressed front pleats, back gores. Hand washable Bemberg rayon sheer. *Sizes:* 34, 36, 38, 40, 42, 44, 46, 48; *scales,* page 30. *State size.* Shpg. wt., 1 lb. 8 oz. ♦311 4630—Med. blue grd. ♦311 4631—Med. rose grd. ♦311 4632—Med. green grd. Each \$5.98

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Why not match a hat to your dress . . Easy Terms available if total is \$10. See inside back cover.



A POLKA DOT DRESS (shown in medium green) **\$5.98**
Also comes in light gray and navy blue below. Sizes 34 to 44; 16½ to 26½.





B FLORAL SCROLL DRESS (shown in medium rose) **\$5.98**

Also comes in med. green and med. blue, below. Sizes 34 to 48



C TINY SCROLL DRESS (shown in medium blue) **\$5.98**

Also comes in med. rose and med. green, below. Sizes 34 to 48





Our Suit-Dress Star

Women's and Half Sizes in
Stunzi's "Elissa" rayon crepe

\$8⁹⁸
each

Dresses on this page are
available after Jan. 25th.

Every season women look to us for a two-piece suit dress . . . to count on as their best outfit . . . for that well groomed ensemble look. This book brings you one of the handsomest in years—the passementerie-pocketed suit dress, at a typical Sears-low price. Perfect Easter costume with its fresh white trim at throat and sleeves. Right for all year wear with or without a coat. Has slimming lines tapering from full, firm shoulders down to gentle flare of all-around gored skirt. Jacket has easy fullness through waist, lies smoothly over hips. White collar and sleeve trim can be taken off quickly. Jacket has self collar, too, so can be worn as is. Sears exclusive Contour Closure placket on skirt. Of Stunzi's "Elissa," a flat evenly woven rayon crepe, naturally famed for beauty and durability. Dry clean.

Women's Sizes: 34, 36, 38, 40, 42, 44; check size scale below. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 L 4650—Navy blue \$8.98

Half sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; check size scale on page 35. *State size.* Shipping weight, 1 pound 8 ounces.

♦ 31 L 4850—Navy blue \$8.98

DRESSY WHITE HAT in imported straw banding is like a rose in full bloom. Rayon ribbon bows, clip in back. *Measure.* Shpg. wt., 11 oz. 78 L 5510—Fits 21½ to 23 in. headsize . . \$4.98

Don't guess your size

First check your measurements against those shown below. Then, *order exact size* as indicated. You'll save time, money in long run. Also enjoy greater wearing satisfaction. Sears dresses for women are young in spirit . . . with body of dress carefully proportioned to fit the mature figure comfortably . . . with allowances made for style.

WOMEN'S SIZE SCALE . . . for mature figure. Well proportioned, waistline slightly larger than Misses. *Order exact size.*

Order size	34	36	38	40	42	44
If hips are	38½	40½	42½	44½	46½	48½
If waist is	30	32	34	36	38	40
If bust is	36	38	40	42	44	46
Dress length	43	43½	44	44½	45	45½

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Match accessories now. Easy Terms available if order totals \$10 or more . . . see inside back cover for details.



Women's All-Occasion Dresses of "Crownella". . a Crown Rayon Fabric

Crownella, wearable year round, is an evenly woven, slightly ribbed rayon. Holds shape; doesn't bag. Dry cleanable.

\$3⁹⁸

each Sizes 34 to 44

\$4⁴⁹

each Sizes 46 to 52

SCALLOPED LEAF PRINT shirtfrock, rounded notch collar, front kick-pleated, back gored skirt. Dry clean. Shpg. wt., ea., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; size scale on page 996. *State size.*

♦31 L 4670—Florals on lt. blue grd.

♦31 L 4671—Florals on gray ground

♦31 L 4672—Florals on medium green ground.....\$3.98

Larger women's sizes: 46, 48, 50, 52; scale on page 996. *State size.*

♦31 L 4870—Florals on lt. blue grd.

♦31 L 4871—Florals on gray ground

♦31 L 4872—Florals on med. green grd. Each.....\$4.49

SURPLICE FLORAL SHIRTFROCK with easy shoulder fullness. One-button bodice closing. Front pleated, back gored skirt. Dry clean. Shpg. wt., 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; size scale on page 996. *State size.*

♦31 L 4675—Brown on lt. blue grd.

♦31 L 4676—Aqua blue on pink grd.

♦31 L 4677—Green design on light gray ground.....\$3.98

Larger women's sizes: 46, 48, 50, 52; scale on page 996. *State size.*

♦31 L 4875—Brown on lt. blue grd.

♦31 L 4876—Aqua blue on pink grd.

♦31 L 4877—Green design on lt. gray ground. Each.....\$4.49

SWEETHEART NECK dress in floral print. Plastic buckles, self bows add dressy note to its softer lines. Darts slimly mold the bodice for a trim waist. Skirt gored all around, slightly flared in front. Self fabric buckled belt. Dry clean. *Sizes:* 34, 36, 38, 40, 42, 44; scale on page 996. *State size.* Shipping weight, 1 lb. 8 oz.

♦31 L 4680—Rust florals on light aqua blue ground.

♦31 L 4681—Rose florals on light gray ground.

♦31 L 4682—Gold florals on light blue ground. Each.....\$3.98

MEDALLION FLOWERS and bows on bodice make your pet button front shirtfrock festive. Easy, quick to get into; slips on just like a coat. Gored skirt. Dry clean. Shipping weight, 1 lb. 8 oz.

Women's sizes: 34, 36, 38, 40, 42, 44; scale on page 996. *State size.*

♦31 L 4685—Medium blue

♦31 L 4686—Med. green. Ea., \$3.98

Larger Women's sizes: 46, 48, 50, 52; scale on page 996. *State size.*

♦31 L 4885—Medium blue...\$4.49

♦31 L 4886—Medium green...\$4.49

Available after January 25th

You can pick your all-year day-time wardrobe now. Easy Terms available if total is \$10 or more... see inside back cover for details.

c PAGE 31 . . DRESSES



Thrift-priced Rayon, Part Rayon Dresses, Sizes 34 to 44 **\$3⁴⁹**_{each}

SCALLOPED TUCKS on either side of button front to below hips, help to slenderize. All-around gored skirt; self belt; plastic buckle. Of rayon-and-cotton. Hand wash separately in LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale on page 30. *State size.* Shipping weight, 1 pound 8 ounces.

♦31 L 4700—White dots on cocoa (medium brown) ground...\$3.49
♦31 L 4701—White dots on medium green ground...\$3.49
♦31 L 4702—White dots on navy blue ground...\$3.49

TUCKED FRONT YOKE, outlined V-shape with buttons, adds fashion interest to classic shirt frock. Buttons to waist. Gored skirt; tie belt. Of rayon-and-cotton. Hand wash separately in LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale on page 30. *State size.* Shipping weight, 1 pound 8 ounces.

♦31 L 4705—White bows on aqua blue ground...\$3.49
♦31 L 4706—White bows on cocoa (medium brown) ground...\$3.49
♦31 L 4707—White bows on medium rose ground...\$3.49

SCALLOP-TRIM JUMPER, buttons from waist down. Young looking, slimming. Gives wardrobe variety; can be worn with frilly or tailored blouses. Skirt has unpressed front pleats, back gores. Made of spun rayon. Hand wash separately in gentle LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale on page 30. *State size.* Blouse not included. Shipping weight, 1 pound 8 ounces.

♦31 L 4710—Medium blue...\$3.49
♦31 L 4711—Cocoa (medium brown)...\$3.49

CLASSIC BUTTON-FRONT print dress with button-tab pockets on the bodice. Opens flat for ironing; slips on easily. Front unpressed pleats, back gored skirt. Tie belt. Rayon-and-cotton. Hand wash separately in LUX. *Sizes:* 34, 36, 38, 40, 42, 44; scale, pg. 30. *State size.* Shpg. wt., 1 lb. 8 oz.

♦31 L 4715—Florals on medium rose ground...\$3.49
♦31 L 4716—Florals on medium blue ground...\$3.49
♦31 L 4717—Florals on cocoa (medium brown) ground...\$3.49

ALL THE DRESSES ILLUSTRATED ON THIS PAGE ARE AVAILABLE AFTER JANUARY 25TH



Sizes 34 to 52 in low-priced Rayon and Cotton Dresses **\$3⁴⁹** each

CARDIGAN BUTTON-FRONT dress with soft folds from shoulder. Gored skirt; self tie belt. White floral print in rayon-and-cotton. Hand wash separately in LUX. Shipping weight, each, 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale, page 30. *State size.* ♦31 L 4720—Medium green ground ♦31 L 4721—Navy blue ground *Larger women's sizes:* 46, 48, 50, 52; scale, page 996. *State size.* ♦31 L 4920—Medium green ground ♦31 L 4921—Navy blue ground Each.....\$3.49

BUTTON-FLAPPED pockets on classic shirtfront. Smart on all sizes. Gored skirt. Of rayon-and-cotton. Hand wash separately in gentle LUX suds. Shipping weight, 1 pound 8 ounces. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale, page 30. *State size.* ♦31 L 4725—Aqua blue ♦31 L 4726—Cocoa (med. brown) *Larger women's sizes:* 46, 48, 50, 52; scale, page 996. *State size.* ♦31 L 4925—Aqua blue ♦31 L 4926—Cocoa (med. brown) Each.....\$3.49

WHITE BRAID on fly front-effect dress. Gored skirt. Of white dotted rayon and cotton. Wash separately. Shipping wt., ea., 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale, page 30. *State size.* ♦31 L 4730—Medium blue ground ♦31 L 4731—Aqua green ♦31 L 4732—Med. brown ground *Larger women's sizes:* 46, 48, 50, 52; scale, page 996. *State size.* ♦31 L 4930—Medium blue ground ♦31 L 4931—Aqua green ♦31 L 4932—Med. brown ground Each.....\$3.49

DRAPED V-NECK dress with bows. Back gored skirt. White floral rayon-and-cotton print. Wash separately. Shpg. wt., ea., 1 lb. 8 oz. *Women's sizes:* 34, 36, 38, 40, 42, 44; scale, page 30. *State size.* ♦31 L 4735—Medium blue ground ♦31 L 4736—Medium green ground ♦31 L 4737—Medium rose ground *Larger women's sizes:* 46, 48, 50, 52; scale, page 996. *State size.* ♦31 L 4935—Medium blue ground ♦31 L 4936—Medium green ground ♦31 L 4937—Medium rose ground Each.....\$3.49

ALL THE DRESSES ILLUSTRATED ON THIS PAGE ARE AVAILABLE AFTER JANUARY 25TH

Easy Terms available if order totals \$10 or more—See inside back cover for details.

© PAGE 33 . . DRESSES



[A] SHIRRED POCKET DRESS \$4.98



[B] SIDE-BUTTON DRESS \$6.98



[C] TWO-PIECE SUIT DRESS \$6.98



[D] BUTTON-FRONT SHIRTFROCK \$3.98



[E] WHITE-TRIMMED JUMPER \$3.98



[F] EMBROIDERED CARDIGAN DRESS \$3.49

Rayon; Part-Rayon Half-Size Dresses

Are you 5 feet 3 inches or under? Want to look taller, slimmer? The young styles of Sears Half-Size dresses... with uplift of clever lines, shrewdly placed trims... can do it for you. They're scientifically scaled for *right fit right away*. Shorter, fuller bodices, shorter skirts do the trick. Do away with the fuss and cost of alterations, too.

Descriptions of dresses on opposite page

- A** SHIRRED POCKETS lend softness to button front dress. Deep front shoulder yoke, easy fullness below. Skirt pleated in front, gored in back. Rayon sheer. Dry clean. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Wt., 1 lb. 8 oz. ♦31 L 4825—White design on navy blue
♦31 L 4826—White design on medium green
♦31 L 4827—White design on cocoa (med. brown)
♦31 L 4828—White design on black... Each, \$4.98
Available after January 25, 1945
- B** SIDE-BUTTON DRESS has notched collar surplice bodice. Buttons mark shoulder yoke. Front unpressed pleated, back gored skirt. Of spun rayon. Dry clean. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Shpg. wt., 1 lb. 8 oz. ♦31 L 4815—Med. blue ♦31 L 4816—Light gold
♦31 L 4817—Med. green Each.....\$6.98
- C** TWO-PIECE SUIT DRESS with white scroll-embroidered front, flaps on cardigan jacket. Gored skirt. Spun rayon. Dry clean. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Wt., 1 lb. 8 oz. ♦31 L 4810—Light blue ♦31 L 4811—Light rose
♦31 L 4812—Violet Each.....\$6.98
- D** BUTTON FRONT SHIRTFROCK. White embroidery edges collar, pockets. Gored skirt. Of spun rayon. Hand wash separately... use LUX *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Shipping weight, 1 lb. 8 oz. ♦31 L 4840—Melon (bright rose)
♦31 L 4841—Cocoa (medium brown)
♦31 L 4842—Medium green..... Each \$3.98
Available after January 25, 1945
- E** WHITE-TRIMMED JUMPER. Button front; all around set-in waistband. Front pleated, back gored skirt. Of spun rayon. Hand wash separately in LUX. Blouse not included. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Shpg. wt., 1 lb. 8 oz. ♦31 L 4835—Med. brown ♦31 L 4836—Med. blue. \$3.98
- F** EMBROIDERY ADDS COLOR to cardigan neck, pockets of rayon-and-cotton dress. Gored skirt. Hand wash separately in LUX. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Wt., 1 lb. 8 oz. ♦31 L 4830—Med. blue ♦31 L 4831—Med. rose. \$3.49
Available after January 25, 1945
- G** SIDE-SHIRRED afternoon dress to serve as your best. Spaghetti trim. Flattering side drape effect on skirt, gored in back. Rayon alpaca-type fabric. Dry clean. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Shpg. wt., 1 lb. 8 oz. ♦31 L 4800—Black ♦31 L 4801—Aqua blue. Ea., \$7.98
Available after January 25, 1945
- H** SURPLICE PRINT DRESS. Sleek-hipped skirt flares gently from below all-around tucks. White flower trim. Of French-type rayon crepe. Hand wash separately in LUX. *Sizes:* 14½, 16½, 18½, 20½, 22½, 24½, 26½; scale below. *State size.* Shpg. wt., 1 lb. 8 oz. ♦31 L 4805—White design on medium green ground
♦31 L 4806—White design, navy blue grd. Ea., \$5.98
Available after February 15, 1945

Half-Size Scale... for slightly shorter, slightly fuller figure. Don't guess size. Measure carefully; order exact size

Order size:	14½	16½	18½	20½	22½	24½	26½
If hips are:...	38	40	42	44	46	47½	49 in.
If waist is:...	29	31	33	35	37	39	41 in.
If bust is:...	35	37	39	41	43	45	47 in.
Dress length is:...	41½	42	42½	42½	43	43½	44 in.



G SIDE-SHIRRED DRESS \$7.98 **H** SURPLICE PRINT DRESS \$5.98

Full Length Dickies . . wash in LUX

Frisly Cotton Organdy Dickies

- A** **RUFFLED BEAUTY**, crisply fresh with sheer organdy front, cotton lawn back. Full double ruffles of organdy edged with fine cotton eyelet batiste. Front insert of eyelet. Wear it high, or V-neck. Hand washable. For women or girls. Ties at sides. Shpg. wt., 3 oz. 88 L 4142—White . . . \$1.68
- B** **ORGANDY WITH EYELET**. Eyelet embroidered cotton organdy ruffles frame your face or form a frilly jabot when buttoned high. Organdy front, cotton net back. Ties at sides. Hand washable . . use LUX. For women, girls. Shipping weight, 4 ounces. 88 L 4143—White . . . \$1.68
- C** **THE RUFFLER**, popular 2-way dicky. Organdy front, back. Fine eyelet embroidered cotton batiste ruffle around neck, down front. Buttoned high, it's demure; open, it's a lovely, frilly V-neck style. Ties at sides. Hand washable. For women, girls. Shpg. wt., 5 oz. 88 L 4145—White . . . \$1.98
- D** **ORGANDY RHAPSODY**. One of our most flattering styles. Deep, full cotton organdy ruffle edged with wide Venise-type cotton lace. Buttoned, it becomes a jabot. Washable cotton organdy; permanent finish insures crispness. Side ties. For women, girls. Shpg. wt., 4 oz. 88 L 4146—White . . . \$2.69

Lacy Sheer Fine Rayon Dickies

- E** **GAY JABOT FLATTERER**. Sheer rayon ninon with demure high neck. Heart-shaped jabot with eyelet embroidery and narrow Val-type cotton lace. Cotton net back. Ties at sides. For women, girls. Shipping weight, 4 ounces. 88 L 4147—White . . . \$1.68
- F** **FLIRT**. Adorable, whether you wear it buttoned high or as a V-neck. Its gay circle revers have Venise-type cotton lace centers, edges of cotton Val-type lace. Washable rayon ninon front, cotton net back. Shipping wt., 4 oz. 88 L 4148—White . . . \$1.98
- G** **VALENTINE FRILLS**. Delightful ruffles daintily accented with cotton Val-type lace. Scallops of fine embroidery trim neck, front. Youthful high or V-neck style. Washable rayon ninon, cotton net back. Ties at sides. Hand wash. For women, girls. Shpg. wt., 4 oz. 88 L 4149—White . . . \$1.98
- H** **LACE FOR A LADY**. V-neck style with wide center panel of rich Alencon-type cotton lace on sheer rayon ninon. Its deep frill is trimmed with Val-type cotton lace. Worn high or low, sheer flattery either way. For women, girls. Hand wash. Shpg. wt., 4 oz. 88 L 4150—White . . . \$2.98

Crisp Youthful Tailored Dickies

- J** **HALTER DICKEY** in fine cotton gabardine, smart with suits, slacks, shorts . . with or without jacket. Well detailed. Hand wash separately in LUX. Colors: White, red, med. blue. Sizes: 14, 16, 18, 20. State color, size. Shpg. wt., 5 oz. 88 L 4151 . . . \$1.00
- K** **PETER PAN**. Sweater fans are ever faithful to this simple style. Snowy white rayon sharkskin front and back. Full cut, beautifully tailored and finished. Side ties. Hand washable in LUX. For women, girls. Shipping weight, 4 ounces. 88 L 4553—White . . . \$1.00
- L** **V-NECK**. Tailored favorite all over America. Made by a shirtmaker so it's well cut, finely detailed, in fresh white rayon sharkskin front and back. Convertible neck. Ties at side. Hand washable in LUX. For women or girls. Shipping weight, 4 ounces. 88 L 4502—White . . . \$1.00
- M** **HARLEQUIN**, 2-tone dicky in rayon sharkskin with soft bow at neck. Bow unties for easy laundering. Smart color combinations: black and white, red and white, fuchsia and lime, and all white. State color. Ties at sides. Hand wash. For women, girls. Shpg. wt., 5 oz. 88 L 4152 . . . \$1.00
- N** **SUIT STANDBY**. In all the new flower shades for Spring. Looks like a blouse, with that neat band finish at the waist. Trimmed with tucks and fine-looking faggoting. Saucy neck bow. Dressy rayon crepe. Fits up to 33-in. waist size. Colors: Medium blue, yellow, light fuchsia (purplish red), pink, white. State color. Hand wash separately . . use gentle LUX suds. 88 L 4153—Shipping weight, 4 ounces . . . \$2.69

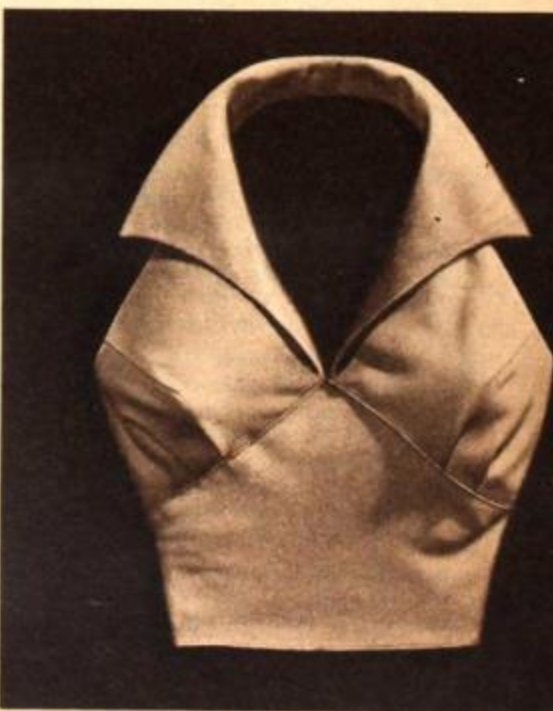
Why not dress up your wardrobe with dickies? Easy Terms available . . see inside back cover for details



A RUFFLED BEAUTY, EYELET EDGED \$1.68



E GAY JABOT FLATTERER, RAYON NINON \$1.68



J HALTER DICKEY, COTTON GABARDINE \$1.00



B ORGANDY RICH WITH EYELET \$1.68



C THE RUFFLER IN ORGANDY \$1.98



D ORGANDY RHAPSODY \$2.69



F FLIRT FASHION IN RAYON NINON \$1.98



G VALENTINE FRILLS \$1.98



H LACE FOR A LADY \$2.98

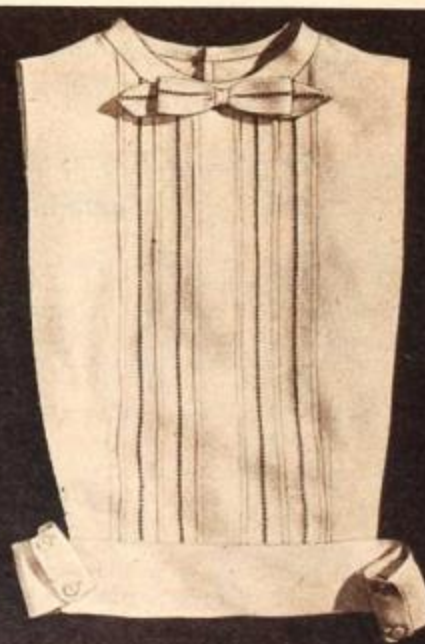


K PETER PAN \$1.00

L V-NECK \$1.00



M HARLEQUIN \$1.00



N SUIT STANDBY \$2.69

For descriptions of dickies above, see opposite page. Sears recommends LUX for washing dainty vestees, dickies

Flattering hand washable Neckwear

Pretty Pin-on Bows and Jabots

- A BOW APPEAL** as Fashion likes them, big and beautiful. Triple-layer beauty in filmy, feminine sheer white rayon, daintily edged with Val-type cotton lace. Divine for dressing up a dark dress or suit. About 9 1/4 x 7 1/2 in. Pins on. Shpg. wt., 3 oz. 88 L 4174—White.79c
- B FRONT FRILLS** of charming embroidered rayon ninon, in a clever pin-on jabot that glorifies a plain dress or suit. Triple ruffles with center insertion of cotton Venise-type lace. Embroidered ninon bow at throat. Abt. 7 in. wide x 8 1/2 deep. Shpg. wt., 3 oz. 88 L 4175—White.\$1.29
- C BUTTON BOWS** shaped like leaves, in fine filmy embroidered cotton batiste that has a handmade look. Easily and quickly buttoned on. Makes a simple neckline look important. Hand washable; we recommend mild Lux. Shipping weight, 4 oz. 88 L 4173—White.Set 98c
- D BEAU CATCHER** wins admiring glances, it's so romantic under your chin. Pin-on ruffle set of antique pattern white Val-type cotton lace with medallion of smart Venise-type cotton lace. Use it at cuffs, pockets or neckline. Shipping weight, 4 oz. 88 L 4027—White.Set 98c

Elegant Lacy V-neck Sets

- E BUTTERFLY RUFFLES**, flyaway and feminine in airy embroidered cotton batiste. A set that's magic for a plain dress. Fits neckline about 27 in. Hand washable; we suggest mild LUX suds. Shpg. wt., 3 oz. 88 L 4154—White. Set.\$1.00
88 L 4155—White. Collar only.87c
- F RING-AROUND-A-ROSY**, a neckline full of posies, embroidered in circlets on sheer rayon ninon. Puts a last season dress in step with today's styles. Fits neckline about 26 in. Shipping weight, 4 oz. 88 L 4156—White. Set.\$1.00
88 L 4157—White. Collar only.87c
- G EDWARDIAN AIR** in a rich, costly looking set of beautifully worked Venise-type cotton lace, elaborately patterned. Gives you the new season's "period" look. Fits neckline about 25 in. Shipping weight, 4 oz. 88 L 4158—White. Set.\$1.49
88 L 4159—White. Collar only.\$1.25
- H STAR-CATCHER** will snare many compliments. Sheer rayon, with star-shaped medallions of Venise-type cotton lace. Perfect pick-up for a last Spring dress. Fits neckline about 28 in. Shipping wt., 4 oz. 88 L 4162—White. Set.\$1.98
88 L 4163—White. Collar only.\$1.69

Effective Collar and Bib Sets

- J PRIM PURITAN** lends a touch of quaint period prettiness. Crisp white cotton pique artfully edged with Venise-type cotton lace. Fits neck about 15 inches. Washable; use mild LUX suds. Shpg. wt., 3 oz. 88 L 4166—White. Set.69c
88 L 4167—White. Collar only.59c
- K DEMURE DARLING** has the old-fashioned charm of Grandmother's wedding gown. Sheerest rayon ninon with cotton Venise-type lace. Fits neck abt. 15 in., abt. 6 1/4 in. deep. Hand wash. Shipping weight, 3 oz. 88 L 4168—White. Set.\$1.29
88 L 4169—White. Collar.\$1.00
- L EMBROIDERED ELEGANCE**, frilled square, with charming shell-like edge. Beautifully embroidered rayon ninon with Venise-type cotton lace. Hand wash. Fits neckline about 21 in. Shipping weight, 5 oz. 88 L 4176—White. Set.\$1.59
88 L 4177—White. Collar only.\$1.29
- M PRETTY PRINCESS**, rich and regal, in intricate all-over embroidered sheer cotton batiste, so fine a real Princess might wear it. Collar fits neck about 15 inches; about 7 inches deep. Shipping weight, 4 oz. 88 L 4170—White. Set.\$1.78
88 L 4171—White. Collar only.\$1.49

Flattering, Youthful Dickey Collars

- N SWEATER DICKEY SET**—Peter Pan style in fresh white cotton pique, fine with sweaters. Collar, cuffs are cotton lined. Dickey fits neckline about 15 in., is about 7 in. deep. Shipping weight, 5 oz. 88 L 4179—White. Set.49c
88 L 4178—Collar only. Shpg. wt., 3 oz., 39c
- P TWO-TIMER SET**—Young America likes this spic-and-span white cotton pique classic. Tailored of double fabric, can be worn on both sides. Worn high, fits neck about 15 inches; open, about 30 inches. 88 L 4105—White. Set. Shpg. wt., 5 oz., 69c
88 L 4106—Collar only. Shpg. wt., 3 oz., 59c
- R COLLAR TRIPLETS**—Three collars to smarten you for business, canteen, dates. One is white, one light blue, one pink. Smooth, washable rayon. Worn high, fits neck about 15 in.; V-neck, up to 30 in. Sold only in sets of 3. Shipping weight, 6 oz. 88 L 4028—Set of 3.\$1.00
- S EYELET EYECATCHER**—Pretty as the frill on a bon-bon box. Paper white cotton pique edged with fine eyelet embroidery. Reversible—can be worn on both sides, cuts down on laundry. Worn high, fits neck about 15 in.; V-neck, up to 30 in. 88 L 4172—White. Shpg. wt., 4 oz., \$1.29

Everything for a complete wardrobe, at Sears. Easy Terms available if order totals \$10 or more . . . see inside back cover for details.



A BOW APPEAL79c



E BUTTERFLY RUFFLES \$1.00 Set



J PRIM PURITAN . . . 69c Set



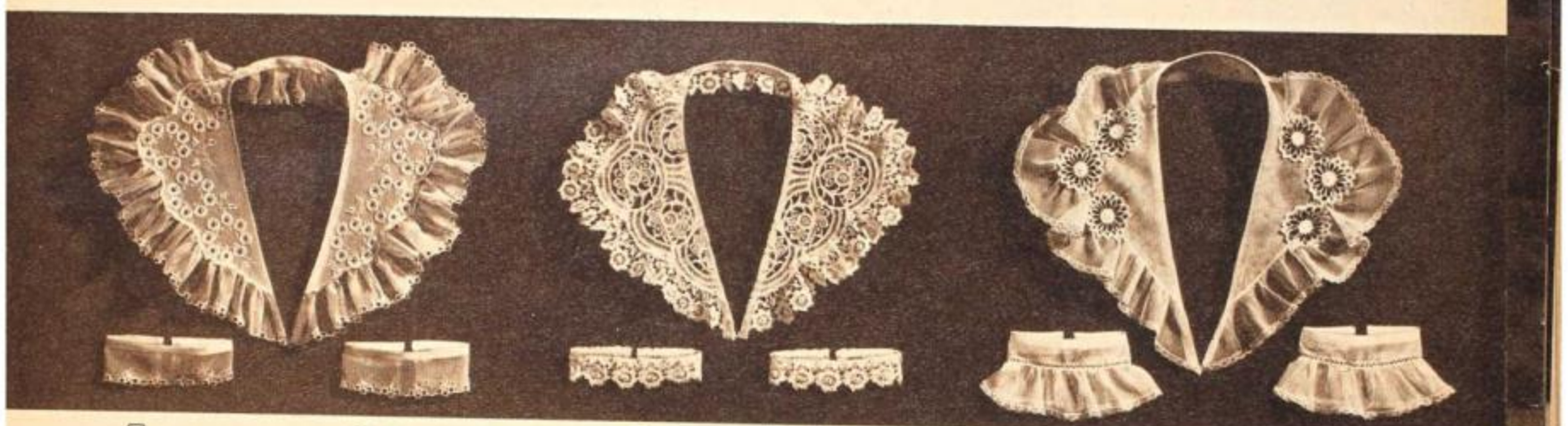
N DICKEY FOR SWEATERS 49c Set



B FRONT FRILLS \$1.29

C BUTTON BOWS 98¢ Set

D BEAU CATCHER 98¢ Set



F RING-AROUND-A-ROSY \$1.00 Set

G EDWARDIAN AIR \$1.49 Set

H STAR CATCHER \$1.98 Set



K DEMURE DARLING \$1.29 Set

L EMBROIDERED ELEGANCE \$1.59 Set

M PRETTY PRINCESS \$1.78 Set



P TWO TIMER 69¢ Set

R COLLAR TRIPLETS 3 FOR \$1.00

S EYELET EYECATCHER \$1.29

Neckwear illustrated above described on opposite page.

Everything for a complete wardrobe, at Sears. Easy Terms available if order totals \$10 or more . . . see inside back cover for details

c 2 PAGE 39 . . ACCESSORIES

pay postage from Sears nearest mail order house.

c PAGE 45 . . COATS



A WOMEN'S COAT, \$4.98

B GIRLS' COAT, \$2.98

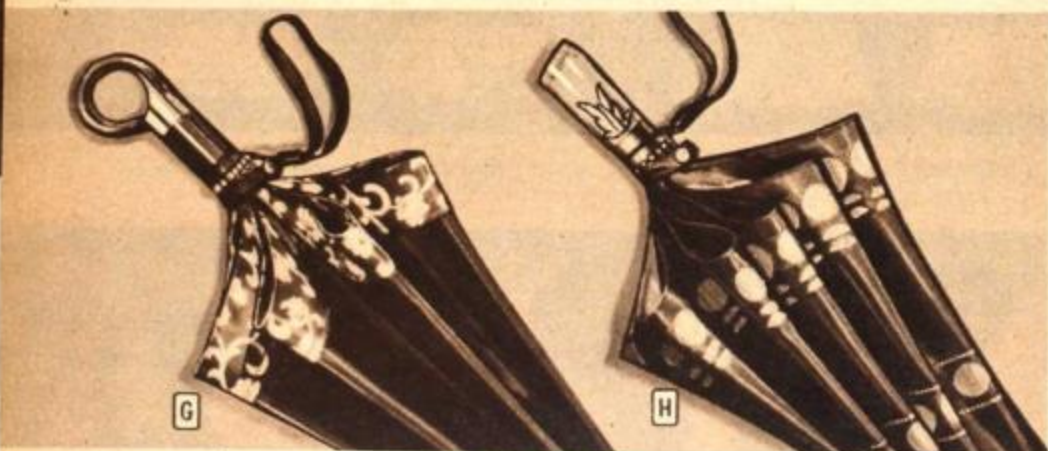
C GIRLS' CAPE, \$1.79



D WOMEN'S, \$1.85

E WOMEN'S, \$1.19

F CHILDREN'S, 98c



G

H



J

K

40-44 . . SEARS-ROEBUCK Co.

Charmode Rainwear for women and girls

A Matching Raincoat and Hood for women



Military collar



Ventilated back

Women's Raincoat. Water-repellent, plastic-coated better quality rayon. Single breasted style. Ventilated back. Colors: white, navy blue, wine red. Sizes: small, 32 to 34-inch bust; medium, 36 to 38-inch; large, 40 to 42-inch. State color and size. Hood not included—see below.

25 L 3332M—Shipping weight, 12 ounces. . . . Each **\$4.98**

Matching Hood. Affords smart protection. One size only, fits over hat, well down over neck and shoulders. Same fabric and colors as 25 L 3332M above. State color.

25 L 3330M—Shipping weight, 3 ounces. . . . Each **\$1.00**

B Girls' Raincoat, with Hood. Lustrous finish water-resistant plastic coated, better quality rayon. Hood fits over hat. 4-button front closing. Self-belt. Colors: white, navy blue, red. Girls' sizes: 6, 8, or 10. State color and size.

25 L 3312—Shipping weight, 7 ounces. . . . Each **\$2.98**

Misses' Raincoat, as above. Sizes: 12 or 14.

25 L 3314—State size, color. Shpg. wt. 7 oz. . . . Each **\$3.98**

C Girls' Raincape with attached Hood. Water-repellent plastic-coated rayon. Cape covers garment completely; hood protects head and hair. Loops for hands; tie fastening. White only. Girls' sizes: 6, 8 or 10. Be sure to state size wanted.

25 L 3306—Shipping weight, 11 ounces. . . . Each **\$1.79**

Convertible "Rainy-date" Hats. Water-repellent cotton . . . for protection on rainy days. Back drop snaps under chin for rain wear—folds up around crown when showers stop. Visor brim. State color: natural tan, red, air force (medium) blue, white. State head size: women's 21, 22, 23 inches; children's, 19, 20, 21 inches. Shipping weight, each, 6 oz.

D 25 L 3356—Women's "Rainy-date" Hat.

Fine quality cotton. . . . Each **\$1.85**

E 25 L 3362—Women's "Rainy-date" Hat.

Good quality cotton. Smaller visor than above. Ea. **\$1.19**

F 25 L 3350—Children's "Rainy-date" Hat.

Sturdy quality cotton. . . . Each **98c**

Umbrellas for women, men

G Women's Umbrellas . . . assorted covers. Some are solid color, some have attractive borders, others have all-over designs. Mostly acetate rayon fabrics. 10-rib metal frames. Assorted handles. Colors: black, navy blue, wine red, brown. Be sure to state color wanted.

25 L 3416—Shipping weight, 1 lb. 7 oz. . . . Each **\$3.94**

H Women's finer quality Umbrellas. Celanese and other acetate rayon covers. Assorted patterns: solid color, fancy borders, all-over effects, stripes and woven designs. Assorted wood or composition handles. 10-rib metal frame. Colors: black, navy blue, wine red, brown. State color.

25 L 3417—Shipping weight, 1 lb. 7 oz. . . . Each **\$4.98**

J Men's Umbrella. Handsome, practical . . . recommended for gift giving. Fine quality rayon cover that will give long wear. Strong 8-rib frame. Assorted handles. Black only.

25 L 3420—Shipping weight, 2 pounds. . . . Each **\$4.98**

K Covers for 16-rib style umbrellas. Acetate or celanese rayon covers. Sorry no choice. Complete with ferrule and simple instructions. Measure rib (back, navy blue, wine red. Shpg. wt., 4 oz. . . . Each **\$1.79**

—Fits 17-inch frame. . . . Each

—Fits 17-inch frame. . . . Each

Rainwear can be added to your Easy Terms order . . . see inside back cover for complete details



Sears Any-Weather Coats in sturdy water-repellent fabrics . .

- Tailored by top ranking coat makers
- Deep facings and generous overlaps
- Stay buttons reinforce outside ones
- Deep, and protective yoke linings
- Tape reinforcing at strain points
- Deep armholes for over-suit wear

Floid lined **\$5.98** Unlined **\$4.29**

MANNISH RAINCOAT is well-tailored in a heavy quality cotton gabardine that takes day-after-day wear no matter what the weather. Fly-front closing, smart railroad stitching. Has two deep pockets, a collar that can be buttoned high. Open vent back. *Sizes: 10, 12, 14, 16, 18, 20; scale, page 996. State size.*

- ♦ 17 L 6945—Medium tan with colorful cotton plaid lining; rayon lined sleeves. Shipping weight, 2 pounds 14 ounces \$5.98
- ♦ 17 L 6946—Medium tan, unlined. Shipping weight, 2 pounds 2 ounces \$4.29

Satin-like twill **\$14.98**

THE DRESSMAKER COAT has a waist-slimming drawstring belt; giant pockets. Snug button-cuffs. Soft, feminine . . a big hit style. *Sizes: 10, 12, 14, 16, 18, 20; scale, page 996. State size. Shpg. wt., each, 2 lbs. 10 oz.*

- Satin-smooth Twill*—shimmery rayon outside; cotton poplin inside. Newest raincoat fabric.
- ♦ 17 L 6939—Medium tan ♦ 17 L 6941—Black
- ♦ 17 L 6940—Medium blue Each \$14.98
- Cotton Poplin*—popular, sturdy fabric.
- ♦ 17 L 6942—Medium tan ♦ 17 L 6944—Black
- ♦ 17 L 6943—Medium blue Each \$9.98

Cotton poplin **\$9.98**

Fine-woven Twill **\$12.98**

THE OFFICER'S COAT in a military style, with belt to wrap it closely about you. Button flaps; deep pockets. Convertible collar; a vent back pleat. *Sizes: 10, 12, 14, 16, 18, 20; scale, pg. 996. State size. Shpg. wt., each, 2 lbs. 6 oz.*

- Fine-Woven Twill*—cotton topside; sleek rayon twill inside makes it easy to slip into.
- ♦ 17 L 6935—Medium tan
- ♦ 17 L 6936—Medium blue Each \$12.98
- Cotton Gabardine*—smart and sturdy.
- ♦ 17 L 6937—Medium tan
- ♦ 17 L 6938—Medium blue Each \$6.98

Cotton Gabardine **\$6.98**

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.



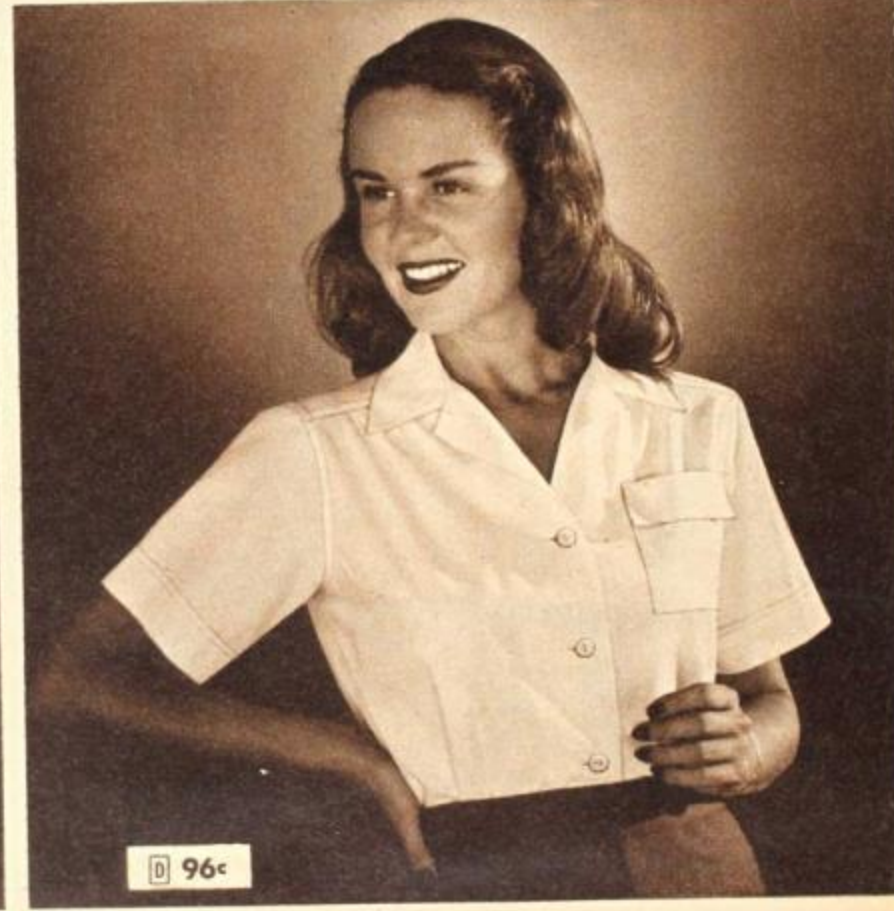
A \$1.73



C \$1.73



B 96c



D 96c

Sears low-priced washable Blouses

Size Scale for Misses' Blouses

Be certain blouse comes in size you want
Order size: 10 12 14 16 18 20 22
If bust is: 31 32½ 34 35½ 37 39 41½

A SLIP OVER BLOUSE, white or colored rayon jersey. Saddle shoulders; short sleeves. Hand wash separately in LUX. *Sizes:* Small (10, 12); med. (14, 16); large (18, 20); size scale at left. *State size.* Shpg. wt., 8 oz.
68 l 1309—Yellow 68 l 1313—Bright green
68 l 1312—White Each \$1.73

B COTTON POLO SHIRT, solid color pullover Crew neck. Wash separately. *Sizes:* Small (10, 12); med. (14, 16); large (18, 20); scale at left. *State size.* Shipping weight, 8 ounces.
68 l 1314—Medium blue 68 l 1315—Yellow
68 l 1316—White Each 96c

C CLUB COLLAR BLOUSE, rayon crepe. Gathers at shoulder yoke; 2 rows red saddle stitching on collar, pocket flap. Nice with tailored suits, slacks, separate skirts. Hand wash separately in LUX. *Sizes:* 12, 14, 16, 18, 20; size scale at left. *State size.* Shpg. wt., 7 oz.
68 l 1308—White with red trim. \$1.73
Available after February 15th

D KERRYBROOKE MAN-TAILORED SHIRT, Sanforized cotton (max. shrinkage 1%), our famous classic. Short sleeves; gathered front, back yoke; patch pocket. *Sizes:* 12, 14, 16, 18, 20, 22; scale, left. *State size.*
68 l 1302—White only. Shpg. wt., 8 oz. . . . 96c



Women's Sizes in Sportswear . . styled to make you look slender

Sportswear that is also comfortable, serviceable work-wear, if you're in a busy factory, or if you plan to work in the garden. Cut with plenty of room through bust, hips, shoulders, in firm, durable fabrics. *Sizes: 38, 40, 42, 44; size scale at right below.*

\$3.18

[A] SANFORIZED COTTON OVERALLS (max. fabric shrink. 1%), in dark blue. Adjustable suspenders; 2 slash pockets. Back buttoned placket. Washable. *Sizes: 38, 40, 42, 44. State size. Shpg. wt., 15 oz.*
 ♦ 71 2971-Navy blue \$3.18
Light Blue Sanforized Denim (max. shrink. 1%), style as above. *Sizes above. State size. Shpg. wt., 15 oz.*
 ♦ 71 2972-Light blue \$3.18

\$4.98

[B] STITCHED CREASE SLACKS in gabardine (50% viscose rayon, 50% acetate rayon). Man-tailored, with famous Kerrybrooke details; tapered legs; waistband lined to prevent roll; roomy pocket. Outlet in back seam for easy altering. Dry clean. *Sizes: 38, 40, 42, 44; scale at right. State size. Shpg. wt., 1 lb.*
 ♦ 71 2973-Medium brown
 ♦ 71 2974-Navy blue, Each . . . \$4.98

\$5.98

[C] 2-PIECE SLACK SUIT, in good quality, smooth rayon faille (54% viscose rayon, 46% acetate rayon). Tailored jacket in belted back style. White stitching around collar, both pockets. Slacks have front pleats, side plackets. Dry clean. *Sizes: 38, 40, 42, 44. State size. Shpg. wt., 1 lb. 8 oz.*
 ♦ 71 2975-Navy blue
 ♦ 71 2976-Med. brown, Ea. . . \$5.98
 Available March 1st

Size Scale for Sizes 38 to 44

Order size	38	40	42	44 in.
If hips are	42½	44½	46½	48½ in.
If waist is	34	36	38	40 in.
If bust is	40	42	44	46 in.
Skirt lengths	26½	26½	27	27 in.
Slacks, overalls	41½	41½	42	42 in.
(outseam length)				

Length measurements taken from waistline down. Check all your measurements with scale above. For slacks, measure waist and hips only.

Catalog numbers marked ♦ shipped from Kansas City. Order, pay postage from Sears nearest mail order house.

DECK PAGE 47 . . SPORTSWEAR



A WESTERN TYPE JACKET \$8.98

B ALL WOOL LEISURE JACKET \$8.98



C ALL WOOL FLANNEL BLAZER \$6.98

D CLASSIC JACKET \$5.98

Kerrybrooke
our own trade mark

Casual Jackets for warmth . . style

Colorful keystone of your separates wardrobe is your casual jacket. You'll wear one with skirts, slacks, over your dresses for welcome warmth and style. Naturally you'll choose a Kerrybrooke; simple, well cut, wearable styles; high tailoring standards, typical Sears values.

- A** WESTERN TYPE JACKET in Pacific Mills 100% wool tweed, with fabric fringe. New frontier type, a movie star favorite. Fine details such as tiny pleats hidden under loose yoke, giving jacket a shapely line. 2 slit pockets with stitch trim. Sleeve, yoke, rayon lined. Length, abt. 24 in. *Sizes:* 12, 14, 16, 18; size scale below. *State size.* Shpg. wt., 1 lb. 12 oz.
♦ 71 3917—Bright red.....\$8.98
♦ 71 3918—Bright green.....\$8.98

- B** ALL WOOL LEISURE JACKET in contrasting plain and checks. 100% wool suede cloth sleeves and back; 100% wool checked tweed front. Patch pockets. Unlined. About 25 inches long. *Color:* Tan with brown check. *Sizes:* 12, 14, 16, 18, 20; scale below. *State size.* Shipping weight, 1 lb. 4 oz.
♦ 71 3916.....Each \$8.98

- C** ALL WOOL FLANNEL BLAZER spiced with contrasting grosgrain ribbon trim. Patch pockets. Canvas interlined fronts. Seams bound. Unlined. About 25 in. long. *Sizes:* 12, 14, 16, 18, 20; see size scale below. *State size.* Shpg. wt., 1 lb. 9 oz.
♦ 71 3996—Navy blue.....\$6.98
♦ 71 3997—Bright red.....\$6.98

- D** CLASSIC JACKET in part wool tweed (32% new wool, 12% reused wool, 56% rayon.) Collar, fronts, canvas interlined. Shoulder pads. Bound seams. Patch pockets. Unlined. About 25 inches long. *Sizes:* 12, 14, 16, 18, 20; size scale below. *State size.* Shipping weight, 1 lb. 9 oz.
♦ 71 3913—Dark brown.....\$5.98
♦ 71 3914—Bright red.....\$5.98
♦ 71 3915—Navy blue.....\$5.98

Size Scale for Jackets

Order size: 12 14 16 18 20
If bust is: 32½ 34 35½ 37 39 in.
Order your correct size. Check carefully to be sure your size is offered in the item you order.

Why not assemble a complete separates wardrobe? Easy Terms available if order totals \$10 or more, see inside back cover.

Kerrybrooke
our own trade mark

Man-tailored Slacks, fine quality fabrics

Kerrybrooke slacks are year-round favorites. Why? They're famous for fine tailoring, slim youthful lines. Sturdily stitched . . . bar tacked at strain points. Deep back seam for altering. Lined waistband; big pocket. Note single front pleat, stitch creased for an added style touch.

- A** ALL WOOL FLANNEL, fine quality 100% new wool, tops for style, wear. Sharp stitch creases. Desirable Kerrybrooke features listed above. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale below. State size. Shpg. wt., 1 lb. 11 oz.

♦ 71 2977—Brown \$5.39
♦ 71 2978—Medium gray \$5.39
♦ 71 2979—Black \$5.39

- B** PART WOOL GABARDINE (15% new wool, 85% spun rayon), with neat stitched creases. Lined waistband, roomy pocket. Clever Kerrybrooke cut. Dry clean. Sizes: 12, 14, 16, 18, 20; size scale below. State size. Shpg. wt., 1 lb. 8 oz.

♦ 71 2964—Brown \$3.98
♦ 71 2965—Navy blue \$3.98
♦ 71 2966—Black \$3.98

- C** FAILE-TYPE RAYON (54% viscose rayon, 46% acetate rayon) with lined waistband, roomy pocket—Kerrybrooke details that add up to fine finish. Dry clean. Sizes: 12, 14, 16, 18, 20; scale below. State size. Shipping weight, 1 lb. 2 oz.

♦ 71 2961—Brown \$2.98
♦ 71 2962—Navy blue \$2.98

- D** LANTEX PLAIN WEAVE RAYON (26% viscose rayon, 74% acetate rayon) man-tailored with sharp stitched creases that help keep slender, well-groomed look. Dry clean. Sizes: 12, 14, 16, 18, 20; scale below. State size. Shpg. wt., 1 lb. 7 oz.

♦ 71 2967—Brown \$4.98
♦ 71 2968—Navy blue \$4.98
♦ 71 2969—Medium green \$4.98

Size Scale for Misses' Slacks

Order size: 12 14 16 18 20
If waist is: 25½ 27 28½ 30 32 in.
If hips are: 35 36½ 38 39½ 41 in.
Outseam lgth: 40 40½ 40½ 41 41½ in.
Check your size before ordering. Measure hips and waist carefully. Order the size that most nearly corresponds to your measurements.

Catalog numbers marked ♦ shipped from Kansas City. Order and pay postage from Sears nearest mail order house.



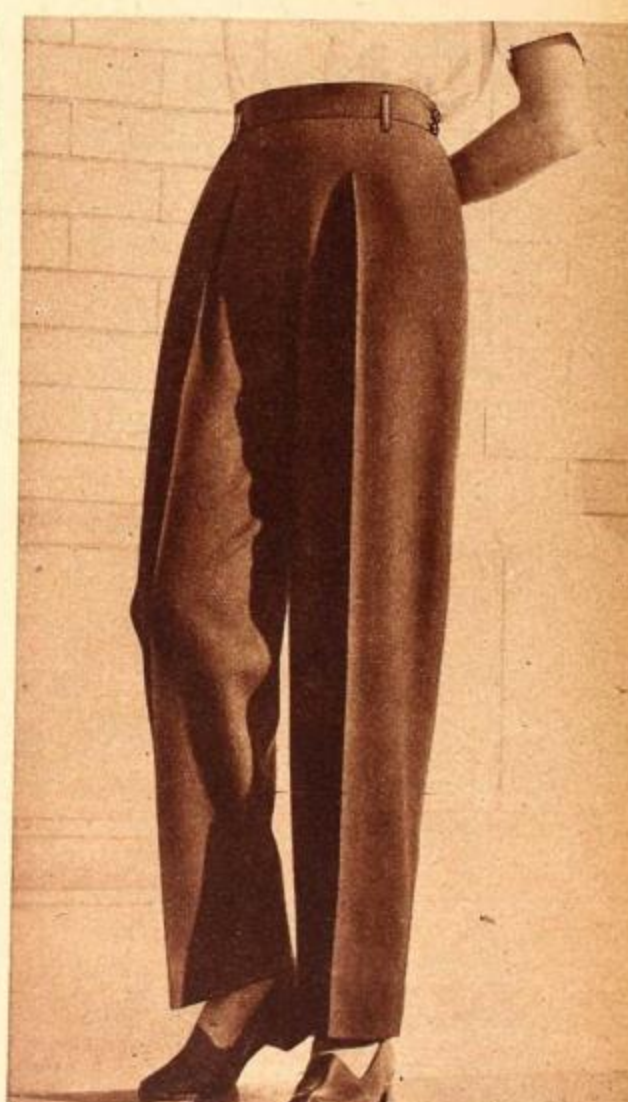
A ALL WOOL FLANNEL \$5.39



B PART WOOL GABARDINE \$3.98



C RAYON FAILLE SLACKS \$2.98



D PLAIN WEAVE RAYON \$4.98

Slack Suits

Classic styles and
newest color contrasts

It's smart to be brightly *colorful* in your new slack suit this season, whether you're wearing it at home, at the factory, or on the farm. Lumberjack, cardigan, loafer and vest type jackets have contrasting colored front panels, pipings, buttons, bright-colored stitching. Slacks are tapered, with front pleat. Many are stitch-creased. All are sturdily designed for work or play, with seams strongly reinforced, plackets safely buttoned down . . . Sears slack suits are neat, becoming, serviceable every hour in the day. See size scale below.

ALL SLACK SUITS AVAILABLE MARCH 1st

- A** SANFORIZED COTTON DENIM (maximum shrinkage 1%) Slacks and in-or-out shirt suit. Contrasting saddle stitching trim. Slacks have front pleats, double stitched main seams. *Sizes:* 12, 14, 16, 18, 20. *State size.* Shipping weight, 1 pound 7 ounces. ♦ 71 2926—Light blue \$2.98

- B** RAYON FAÏLLE VEST AND SLACK SUIT, with contrasting piping on vest fronts, 2 pockets. 5-button vest, unlined, shaped at waist. Blouse not included. Dry clean. *Sizes:* 12, 14, 16, 18. *State size.* Shpg. wt., 1 lb. 2 oz. ♦ 71 2951—Dark brown with tan . . . \$4.98
♦ 71 2952—Navy blue with white. . . \$4.98

Illustration of Slack Suits below, on opposite page

- C** RAYON FAÏLLE LUMBERJACK-TYPE jacket slack suit, like army field uniform. Jacket has contrasting front panels, tab buttoned down over waistband. Dry clean. *Sizes:* 12, 14, 16, 18. *State size.* Shpg. wt., 1 lb. 4 oz. ♦ 71 2953—Navy blue with med. red . \$5.98
♦ 71 2954—Dk. brown with tan . . . \$5.98

- D** RAYON CARDIGAN jacket-and-slack suit, a better quality, dull-finished spun rayon (42% acetate rayon, 58% viscose rayon), white piping trim. Shaped at waist. Slacks have covered placket, left pocket, stitched-crease, pleats. Dry clean. *Sizes:* 12, 14, 16, 18, 20. *State size.* Shpg. wt., 1 lb. 8 oz. ♦ 71 2955—Bright green with white . \$7.98
♦ 71 2956—Navy blue with white. . . \$7.98

- E** RAYON LOAFER TYPE jacket-and-slack suit, better quality, dull-finish spun rayon (42% acetate rayon, 58% viscose rayon). Jacket has contrast front panels, shirt collar, 2 pockets. Slacks have big pocket, stitched-crease, pleats. Dry clean. *Sizes:* 12, 14, 16, 18, 20. *State size.* Shpg. wt., 1 lb. 8 oz. ♦ 71 2957—Brown with tan \$7.98
♦ 71 2958—Bright green with tan. . . \$7.98



A SANFORIZED DENIM \$2.98

B RAYON VEST AND SLACK \$4.98

Size Scale for Slack Suits, Overalls

Check your size before ordering. Measure hips, waist and bust carefully. Check with size scale; order size that most nearly corresponds to your measurements.

Order size:	12	14	16	18	20
If hips are:	35	36½	38	39½	40 inches
If waist is:	25½	27	28½	30	32 inches
If bust is:	32½	34	35½	37	39 inches

Catalog numbers marked ♦ shipped from Kansas City. Order, pay postage from Sears nearest mail order house.



[C] RAYON LUMBERJACK TYPE \$5.98
Also comes in two-tone brown and tan, below

[D] RAYON CARDIGAN TYPE \$7.98
Also comes in navy (below) with white trim

[E] RAYON LOAFER TYPE \$7.98
Also comes in green with tan, below

Slack suits above described on opposite page; ALL AVAILABLE MARCH 1st



PG PAGE 51 SPORTSWEAR



A COTTON OVERALLS \$3.18 **B** DENIM OVERALLS \$2.38

For Work or Play

Overalls, shorts and shortalls...
well made, wearable, durable

Flattering to the figure, action-cut... colorful. Styled like gay California play clothes. For freedom, comfort... in factory, garden, or for active sports... wear these attractive, sturdy work 'n' play togs.

Sanforized Overalls

A SANFORIZED COTTON OVERALLS (max. fabric shrinkage 1%). Sturdy quality, adjustable shoulder straps. Smooth fitted midriff, button placket on left. 2 slash pockets. Wash separately. (Shirt not included.) *Sizes:* 12, 14, 16, 18, 20; *scale, page 49. State size. Shpg. wt., 1 lb. 4 oz.* ♦71 2991—Navy blue.....\$3.18

B SANFORIZED COTTON DENIM OVERALLS (maximum fabric shrinkage 1%). An all round favorite with 2 slash pockets, adjustable suspenders; V-shaped neck; button placket at back. Wear with or without a shirt. (Shirt not included.) Washable. *Sizes:* 12, 14, 16, 18, 20; *scale, page 49. State size. Shpg. wt., 1 lb. 4 oz.* ♦71 2992—Light blue.....Each \$2.38

Sportswear below shown on opposite page

Suspender-top Shortalls

Available after March 1st

C SANFORIZED COTTON SHORTALL (maximum fabric shrinkage 1%). Bib style, buttoned panel. Sturdy quality fabric. Pleats front, back. Adjustable straps. Wash separately. (Shirt not included.) *Sizes:* 12, 14, 16, 18; *scale, pg. 49. State size. Shpg. wt., 11 oz.* ♦71 2980—White
♦71 2981—Navy blue.....Each \$2.22

D WOVEN CHECKED COTTON SHORTALL, with top and pockets piped in white cotton. Single pleats in front, 2 tucks above waist for shaping. Straps adjustable in back. Button back placket. Washable. Sunfast. *Sizes:* 12, 14, 16, 18; *scale, pg. 49. State size. Shpg. wt., 12 oz.* ♦71 2982—Black and white check.....\$2.98

Washable Shorts

Available after March 1st

E RAYON GABARDINE, California type, single-knife pleats each side, in front. 2 pockets. *Sizes:* 12, 14, 16, 18. *State size. Shpg. wt., 11 oz.* ♦71 2988—White.
♦71 2989—Black.....Each \$2.98

F RAYON SHORTS with inverted front, back pleats. Contrast stripe on waistband. Wash separately. *Sizes:* 12, 14, 16, 18. *State size. Shipping weight, 10 ounces.* ♦71 2986—Yellow with bright green...\$2.22
♦71 2987—Bright green with yellow....\$2.22

G RAYON ALL 'ROUND PLEATED SHORTS. Multiple knife pleats, with inverted stitched pleat in center. Wash separately. *Sizes:* 12, 14, 16, 18. *State size. Shipping weight, 10 ounces.* ♦71 2984—Light blue
♦71 2985—White.....Each \$2.22

H SANFORIZED COTTON SHORTS (max. fabric shrinkage 1%). Bright contrasting stitching; 2 pockets. Button through placket. Wash separately. *Sizes:* 12, 14, 16, 18. *State size. Shipping weight, 12 ounces.* ♦71 2983—Navy blue.....\$1.98



C SANFORIZED COTTON SHORTALL \$2.22

D CHECKED COTTON SHORTALL \$2.98



E RAYON GABARDINE \$2.98



F RAYON SHORTS \$2.22



G RAYON SHORTS \$2.22



H COTTON SHORTS \$1.98

Descriptions of shorts, shortalls above on opposite page. For Easy Terms, see details on inside back cover

c PAGE 65...SPORTSWEAR



Select from these 7 colors

June O'Day . . famous fitted Wool Worsted Classics

our own trade name

These new June O'Day fitted classics highlight the softer feminine influence . . clean cut lines of figure-defining beauty. In luscious Spring colors that put drama and sparkle in your wardrobe. Superbly tailored, beautifully finished. Hand washable in LUX.

Smart hip-length Pullover in three qualities

<p>100% VIRGIN WOOL WORSTED PULLOVER . . beauty at a pin-money price. Warm and durable. Snug fitting crew neck. Colors: Lime green, fuchsia red, pink, med. blue. Sizes: 32, 34, 36, 38, 40-in. bust. State bust size and color. Shipping weight, 13 oz.</p> <p>381 7333 \$1.98</p>	<p>100% VIRGIN WOOL WORSTED PULLOVER . . softer, lovelier, heavier. Hand looped neck lies flat. Colors: Lime green, fuchsia red, pink, med. blue, lilac, white. Sizes: 32, 34, 36, 38, 40-in. bust. State bust size and color. Shipping weight, 14 oz.</p> <p>381 7335 \$2.50</p>	<p>100% VIRGIN WOOL ZEPHYR PULLOVER . . our finest, loveliest. Firmly knit. Hand looped neck. Colors: Lime green, fuchsia red, pink, med. blue, lilac, white. Sizes: 32, 34, 36, 38, 40-in. bust. State bust size and color. Shipping weight, 1 lb.</p> <p>381 7337 \$3.50</p>	<p>100% VIRGIN WOOL WORSTED CARDIGAN . . thrift priced, warm, durable. Well made. Cotton and rayon button band. Crew neck. Colors: Fuchsia red, lime green, med. blue, pink. Sizes: 32, 34, 36, 38, 40-in. bust. State bust, color. Shpg. wt., 14 oz.</p> <p>381 7334 \$2.29</p>	<p>100% VIRGIN WOOL WORSTED CARDIGAN . . lovelier, softer, heavier. Hand looped neck. Rayon and cotton button band. Colors: Fuchsia red, lime green, lilac, med. blue, yellow, white. Sizes: 32, 34, 36, 38, 40-in. bust. State bust size and color. Shpg. wt., 1 lb.</p> <p>381 7336 \$2.89</p>	<p>100% VIRGIN WOOL ZEPHYR CARDIGAN . . finest, loveliest; firmly knit. Smooth hand looped neck. Colors: Fuchsia red, lime green, lilac, med. blue, yellow, white. Sizes: 32, 34, 36, 38, 40-in. bust. State bust size and color. Shipping weight, 1 lb. 2 oz.</p> <p>381 7338 \$3.98</p>
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This is the year for the soft suit. Yet all the precise tailoring details you like so much are here. They still have that trim-figured look. Softness is accomplished by using easy-draping fabrics, more feminine cut and detailing. The careful tailoring so typical of Sears suits includes rayon lined jackets, smooth skirt plackets, taped hems.

CHALK-WHITE STRIPES, at left, are used figure-wisely for the cardigan suit in a rich rayon suiting. Unusual handling of self binding to point up a good shoulder line on a moulded cardigan jacket. Well-cut skirt with gores for smart lines. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 70. *State size.* Shpg. wt., 2 lbs. 14 oz.
 ♦ 1716766—Dark gray-and-white
 ♦ 1716767—Dark brown-and-white..... Each **\$16.98**

BRIGHTON SUITING, at right, 70% rayon 30% aralac (man-made fiber), a crisp, stay-fresh fabric for the 3-button classic suit. Small well-turned collar line on expertly cut jacket. Skirt pleated front, back. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 70. *State size.* Shpg. wt., 3 lbs.
 ♦ 1716768—Lime (light green)
 ♦ 1716769—American beauty (bluish red)
 ♦ 1716770—Medium blue
 Each..... **\$12.98**

All-Year Suits
 in smooth-finish
 fine quality fabrics

Catalog numbers marked ♦ shipped from Philadelphia. Order pay postage from Sears nearest mail order house.

PAGE 67 . . SUITS

Dressmaker Suits

Finely detailed
in pure new woolens

There's a new excitement in suits. They're softer, completely feminine . . . done in beautiful woolens. They're cut to fit you superbly with handsome shoulders and smoothed-in waistlines. They're wearing the fancier buttons, the rich touches that might have come from the hands of a fine dressmaker. And isn't it like Sears to make the styles so basically simple they'll wear for years and years?

Tailored with these fine features:

- Figure-moulded jackets fully rayon lined
- Buttonholes that are cleanly finished
- Hems are taped, seams strongly stitched
- Neat side plackets on expertly cut skirts

\$22.98

- A** THE ZIG-ZAG SUIT in soft monotone wool has stitched zig-zag banding to call attention to a smart shoulderline. Gored skirt with stitching to keep front and back pleats in place. *Sizes:* 10, 12, 14, 16, 18, 20; see size scale on page 70. *State size.* Shipping weight, 3 lbs.

- ♦ 171 6771—Dark gold
- ♦ 171 6772—Medium blue
- ♦ 171 6773—Medium green
- ♦ 171 6674—Cocoa (med. brown) Each \$22.98

\$21.50

- B** THE TRAPUNTO SUIT in rich smooth-finish all wool. Bright little buttons shine out from smartly arranged trapunto detail on jacket. Skirt is beautifully gored for flattering line. *Sizes:* 10, 12, 14, 16, 18, 20; scale on page 70. *State size.* Shpg. wt., 2 lbs. 8 oz.

- ♦ 171 6775—Medium green
- ♦ 171 6776—Medium blue
- ♦ 171 6777—Medium brown Each \$21.50

\$18.98

- C** THE TUCKED-SHOULDER SUIT in all wool crepe, comes in jewel-tone colors. Cardigan jacket closes with big bright buttons. A gored skirt hangs slim and straight as all new-fashion skirts do. *Sizes:* 10, 12, 14, 16, 18, 20; scale on page 70. *State size.* Shpg. wt., 3 lbs.

- ♦ 171 6778—Fuchsia (dark purplish red)
- ♦ 171 6779—Aqua blue
- ♦ 171 6780—Navy blue Each \$18.98

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. Available on Easy Terms . . . see inside back cover for details.



A THE ZIG-ZAG SUIT shown in dark gold **\$22.98**
Also comes in med. green, med. brown and med. blue below





B THE TRAPUNTO SUIT shown in medium green **\$21.50**
Also comes in medium brown and medium blue, below



C TUCKED SHOULDER SUIT shown in fuchsia (purplish red) **\$18.98**
Also comes in navy blue and aqua blue, below





Venetian Covert

Slot-pocket Cardigan Suit
in a famous all-wool fabric

\$22⁹⁸
each

Certain suit makers have a particular talent for turning out styles that do wonderful things for your figure. Certain mills produce the perfect fabric for this kind of suit. When you bring both together, you have something special. That's what happened here. Walther, an American mill famous for producing quality fabrics, loomed this velvety smooth Venetian Covert specially for Sears-Roebuck. And what suit was worthy of this fine fabric? Our supple, precisely fitted cardigan style.

- Reinforced front, armholes, pockets to preserve shape and good fit
- Seams firmly stitched, wider at side, upper arm; also at skirt waist, bottom of sleeves, hem for easy altering
- Skinner's rayon crepe jacket lining.
- Talon zip placket closing on skirt.
- Taping at skirt hem for good hang
- Fashion's novelty plastic buttons

THE VENETIAN COVERT Suit has a collarless jacket . . wonderful neckline for any kind of blouse. Figure-following gores, fancy buttons, and exact placing of slot-pockets. Skirt has slim lines, inverted pleat front and back. Sizes: 10 12, 14, 16, 18, 20; scale below. *State size.* Shpg. wt., 3 lbs.

- ♦ 171 6761—Cocoa (medium brown)
- ♦ 171 6762—Medium blue
- ♦ 171 6763—Medium green
- ♦ 171 6764—Dark gold. Each \$22.98

Size Scale for Misses' Suits

Order correct size. Check before ordering. Measure hips, waist, bust. Make no allowances.

Order size:	If you measure			Skirt
	Hips	Waist	Bust	Length
10.....	34.....	24.....	31.....	25 inches
12.....	35.....	25½.....	32½.....	25 inches
14.....	36½.....	27.....	34.....	25½ inches
16.....	38.....	28½.....	35½.....	25½ inches
18.....	39½.....	30.....	37.....	26 inches
20.....	41.....	32.....	39.....	26 inches

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.

Match-Ups

Companion Suit and Coat in fine casual weaves

Why does Sears have so many match-up fans season after season? We not only have the most desirable match-ups, we have them at reasonable prices. These tweeds are fine examples. The classic topcoat echoes the precise welt seaming, flap pockets and wing-spread lapels of its suit twin. We mould the jacket so its shoulders sit smoothly, waistline curves to your own. Skirt is slim-hipped, smartly gored; has side placket. Rayon lined jacket and coat.

\$9.98 each

OUR GOOD QUALITY woven tweed in a sturdy blend of 60% reprocessed wool, 40% rayon. Easy-fitting topcoat has a closed vent back. Both suit and coat have the clean finish that mark them typical Sears values at this price. Wear them year in and out . . . their classic good looks will persist. *Sizes:* 10, 12, 14, 16, 18, 20; see size scales on pages 70, 78. *State size.* Shipping weight, coat, 3 lbs. 6 oz.; suit, 3 lbs. 4 oz.

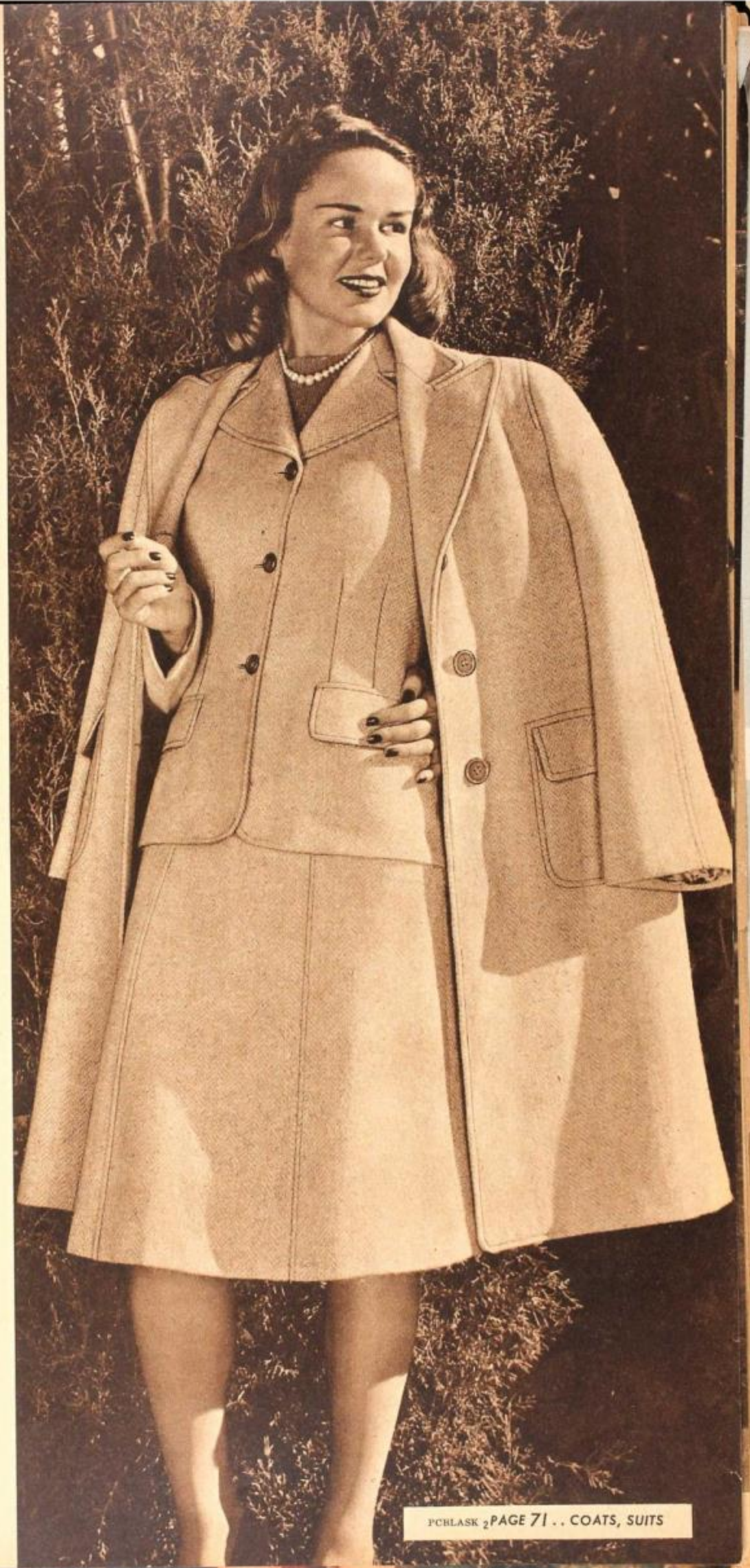
- ♦ 17 L 6604M—Med. brown suit \$9.98
- ♦ 17 L 6605M—Med. brown coat \$9.98
- ♦ 17 L 6606M—Med. blue suit \$9.98
- ♦ 17 L 6607M—Med. blue coat \$9.98

\$14.98 each

OUR BEST QUALITY 100% new wool in a deep-textured casual tweed with the firmness of weave that keeps its shape after long wear. Tailored every inch by men who know how to turn out quality classics. The difference shows up in their cut, clean finish and easy fit. Coat has open vent back. *Sizes:* 10, 12, 14, 16, 18, 20; see size scales on pages 70, 78. *State size.* Shipping weight, coat, 3 lbs. 6 oz.; suit, 3 lbs. 4 oz.

- ♦ 17 L 6600M—Med. tan suit \$14.98
- ♦ 17 L 6601M—Med. tan coat \$14.98
- ♦ 17 L 6602M—Med. blue suit \$14.98
- ♦ 17 L 6603M—Med. blue coat \$14.98

Sears has the newest Spring fashions and they are all available on Easy Terms. See inside back cover for complete details.





Match-Ups

Kerrybrooke Suit, Coat in soft colorful wools

Teaming classics for match-ups is a famous specialty of ours. The classic boy coat. The classic 3-button suit. Each a wonderful fashion by itself, but they're at their best together. Typical Kerrybrooke tailoring gives them that well-groomed look, easy fit, clean finish. Suit has slot pockets; a smartly cut skirt with inverted pleats front and back. Fully rayon lined coat and jacket.

\$14.98 each

OUR GOOD QUALITY soft monotone wool (60% new wool, 40% reused wool), with outline stitching, vent pleat back. Coat has sling straps. Typical Sears values. *Sizes:* 10, 12, 14, 16, 18, 20; *scales,* pages 70 and 78. *State size.* Shpg. wt., coat, 3 lbs. 12 oz.; suit, 3 lbs. 8 oz.

- ◆ 17 L 6614M—Medium blue suit
 - ◆ 17 L 6615M—Medium blue coat
 - ◆ 17 L 6616M—Cocoa (medium brown) suit
 - ◆ 17 L 6617M—Cocoa (medium brown) coat
 - ◆ 17 L 6618M—Medium green suit
 - ◆ 17 L 6619M—Medium green coat
- Suit or Coat. Each \$14.98

\$19.98 each

OUR BEST QUALITY soft monotone 100% wool, a fabric with easy hang, easy drape. Saddle-stitching accents. Coat has sling straps, open vent back. *Sizes:* 10, 12, 14, 16, 18, 20; *scales,* pages 70, 78. *State size.* Shpg. wt., coat, 3 lbs. 12 oz.; suit, 3 lbs. 8 oz.

- ◆ 17 L 6608M—Medium blue suit
 - ◆ 17 L 6609M—Medium blue coat
 - ◆ 17 L 6610M—Cocoa (medium brown) suit
 - ◆ 17 L 6611M—Cocoa (medium brown) coat
 - ◆ 17 L 6612M—Medium green suit
 - ◆ 17 L 6613M—Medium green coat
- Suit or Coat. Each \$19.98

Time for spring . . time for Sears Match-Ups. Match-Ups available on Sears Easy Payment Plan. See inside back cover.

Cocoa (medium brown)



Medium green

Match-Ups

Feature new short-coat, a collarless wool suit

We believe in the costumed look. All one color. All the same soft monotone wool. That's what our famous match-ups do for you here. A new short-coat (33 inches long) swings out over a suit that has a precisely fitted jacket, slim-hipped skirt. The repetition of fine detail . . . slot seams ending in "tear drop" pockets . . . gives them the quality look. Fully rayon lined jacket and coat.

\$16.98 each

OUR GOOD QUALITY soft monotone wool (60% new wool, 40% reused wool). Slot seams stitched down; bone buttons. Coat with sling straps, vent pleat back. Sizes: 10, 12, 14, 16, 18, 20; scales, page 996. State size. Shpg. wt., coat, 3 lbs.; suit, 2 lbs. 12 oz.

- ♦17 L 6626M—Medium green suit
- ♦17 L 6627M—Medium green coat
- ♦17 L 6628M—Gold suit
- ♦17 L 6629M—Gold coat
- ♦17 L 6630M—Medium blue suit
- ♦17 L 6631M—Medium blue coat
- Suit or Coat Each \$16.98

\$22.98 each

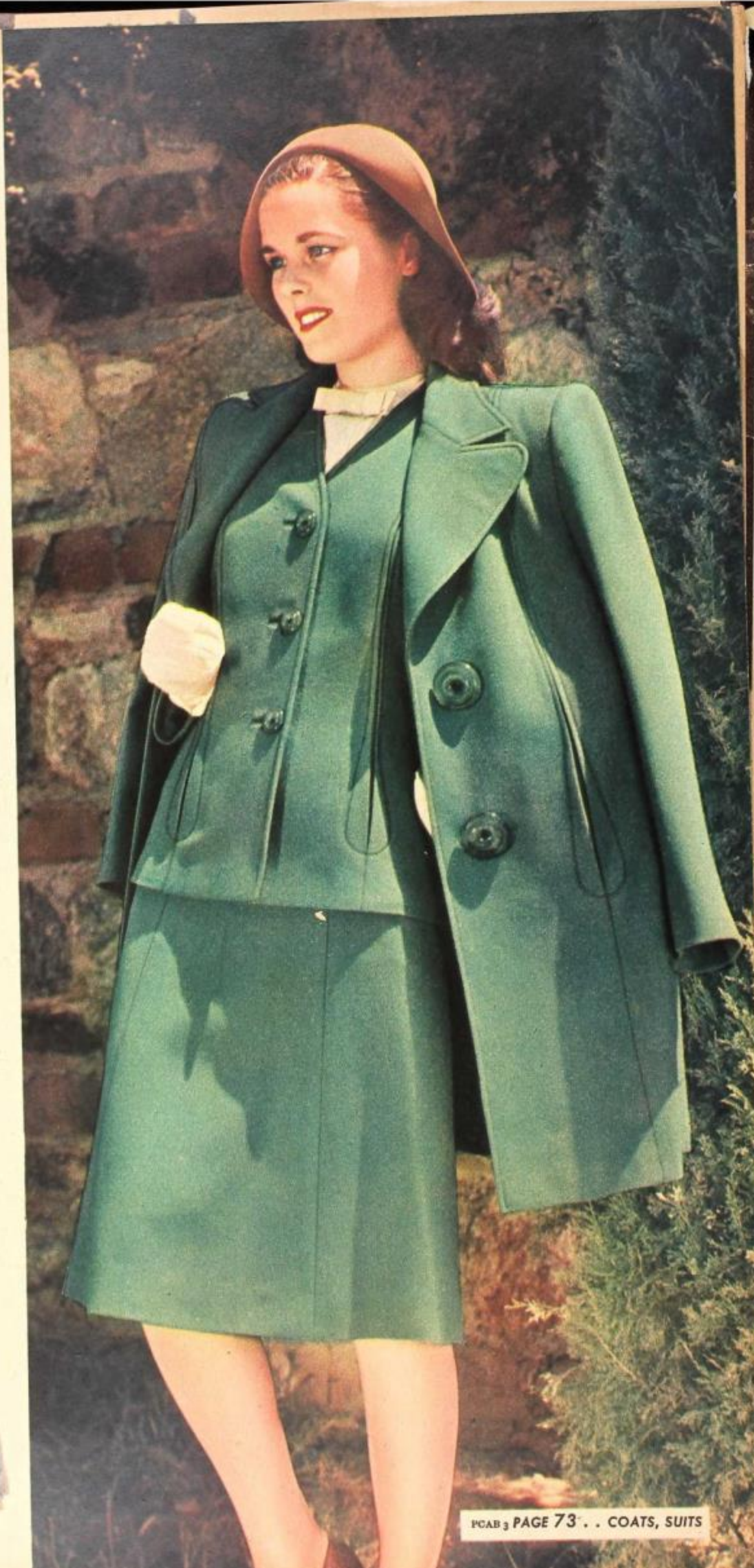
OUR BEST QUALITY soft monotone 100% wool in casual weave. More expensive tailoring in slot-seaming detail, novelty buttons, coat's sling straps and open vent back. Sizes: 10, 12, 14, 16, 18, 20; scales, page 996. State size. Shpg. wt., coat, 3 lbs.; suit, 2 lbs. 12 oz.

- ♦17 L 6620M—Medium green suit
- ♦17 L 6621M—Medium green coat
- ♦17 L 6622M—Gold suit
- ♦17 L 6623M—Gold coat
- ♦17 L 6624M—Medium blue suit
- ♦17 L 6625M—Medium blue coat
- Suit or Coat Each \$22.98

Catalog numbers marked ♦ shipped from Philadelphia. Order and pay postage from Sears nearest mail order house.

Gold

Medium blue



Match-Ups

Star Checks and Grays in suits and coats

These pure wool match-ups are great favorites because they can look tailored or dressy...it's up to you and your accessories. Jackets feature cardigan necklines—not only flattering but comfortable under coats. We do the unexpected with detail...sharpen grays with black braid or a short-cut coat, spice tweeds with unusual buttons. Smart classics, wearable for years.

- Fully rayon lined coats and suit jackets
- Taped hems and strongly stitched seams
- Plenty of precise welt seaming detail
- Roomy pockets • Smooth plackets on skirts
- Deep coat armholes to fit well over suits

\$19.98 each

A HOUNDSTOOTH CHECKED TWEED in firm all wool tailors beautifully into match-ups. Jacket uses self binding cleverly for a good shoulder-line. Skirt pleated front and back. Both suit and classic topcoat have fancy buttons. *Sizes:* 10, 12, 14, 16, 18, 20; scales, pages 70, 78. *State size.* Shpg. wt., coat, 3 lbs. 4 oz.; suit, 3 lbs.

- ♦ 17 L 6636M—Brown-and-white suit...\$19.98
- ♦ 17 L 6637M—Brown-and-white coat...\$19.98
- ♦ 17 L 6638M—Black-and-white suit...\$19.98
- ♦ 17 L 6639M—Black-and-white coat...\$19.98

\$22.98 each

B BRAID-BOUND MENSWEAR GRAY FLANNEL, a pure wool fabric that rates high with fashion. Black braid accents the handsome topcoat and suit where it counts most...at necklines, fronts, hip pockets. Smartly fitted 4-button jacket. Well-cut skirt has front, back pleats. *Sizes:* 10, 12, 14, 16, 18, 20; scales, pages 70, 78. *State size.* Shpg. wt., coat, 3 lbs. 4 oz.; suit, 3 lbs.

- ♦ 17 L 6634M—Light gray coat...\$22.98
- ♦ 17 L 6635M—Light gray suit...\$22.98

\$19.98 each

C MENSWEAR GRAY FLANNEL, fine all wool, is the big-news fabric for match-ups. Expertly fitted one-button jacket has welt pockets. Smooth-hipped skirt has inverted pleat front, back. Over the suit is the short-cut coat, with open vent back, that teams with everything. *Sizes:* 10, 12, 14, 16, 18, 20; scales, pages 70, 78. *State size.* Shpg. wt., coat, 3 lbs. 4 oz.; suit, 3 lbs.

- ♦ 17 L 6632M—Light gray suit...\$19.98
- ♦ 17 L 6633M—Light gray topper (33-in.) \$19.98

Catalog numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. Available on Easy Terms, see inside back cover for complete details.



B BRAID-BOUND GRAY FLANNEL \$22.98 each

C MENSWEAR GRAY FLANNEL \$19.98 each

CAHKMN PAGE 75 . . COATS, SUITS

Kerrybrooke
Our own trade mark

Color-bright coats in soft monotone wools

When does a coat have everything in its favor? When it's a Kerrybrooke. This label assures you exceptional fabric, styling that's timeless, tailoring that stands up under day-after-day wear. Our 1945 Kerrybrookes have color, the new feminine accents getting so much attention these days. Also the well-turned collars, roomy armholes, fine rayon linings you expect in quality coats.

\$14.98

OUR GOOD QUALITY in soft monotone wool . . fine textured fabric of great dependability. A Sears low price for a coat of exceptional quality.

\$19.98

OUR BEST QUALITY soft monotone wool in a very desirable weave. These Kerrybrookes have the fine putting together so typical of the famous coat maker who does them for us. Finer rayon linings, finer buttons, precision cut, welt seaming.

- A** THE HEART-LAPEL CHESTERFIELD with rayon velvet-tipped arrows pointing up pockets. Rayon velvet collar. Sling straps for over shoulder wear. Smart inverted back pleat. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 78. *State size.* Shpg. wt., 3 lbs. 5 oz.

OUR BEST QUALITY ALL WOOL (described above).
♦1716000-Fuchsia (purplish red)
♦1716001-Light soft blue
♦1716002-Cocoa (med. brown)
♦1716003-Black Each \$19.98

OUR GOOD QUALITY ALL WOOL (described above).
♦1716004-Fuchsia (purplish red)
♦1716005-Light soft blue
♦1716006-Cocoa (med. brown)
♦1716007-Black Each \$14.98

- B** THE TWIN-BUTTON CHESTERFIELD has shoulder-fold, figure-moulding gores. Rayon velvet collar, two hidden pockets. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* page 78. *State size.* Shpg. wt., 3 lbs. 5 oz.

OUR BEST QUALITY ALL WOOL (described above).
♦1716009-Gold ♦1716010-Mint (med. green)
♦1716011-Cocoa (medium brown)
♦1716012-Light soft blue Each \$19.98

OUR GOOD QUALITY ALL WOOL (described above).
♦1716013-Gold ♦1716014-Mint (med. green)
♦1716015-Cocoa (medium brown)
♦1716016-Light soft blue Each \$14.98

- C** THE CLASSIC BOY COAT has a very new look, thanks to the new smooth shoulder-fold. Sling straps, inverted back pleat. *Sizes:* 10, 12, 14, 16, 18, 20; *scale,* pg. 78. *State size.* Shpg. wt., 3 lbs. 5 oz.

OUR BEST QUALITY ALL WOOL (described above).
♦1716017-Mint (med. green) ♦1716018-Gold
♦1716019-Cocoa (medium brown)
♦1716020-Light soft blue Each \$19.98

OUR GOOD QUALITY ALL WOOL (described above).
♦1716021-Mint (med. green) ♦1716022-Gold
♦1716023-Cocoa (medium brown)
♦1716024-Light soft blue Each \$14.98

Numbers marked ♦ shipped from Philadelphia. Order, pay postage from Sears nearest mail order house. For Easy Terms, see inside back cover.



A HEART-LAPEL CHESTERFIELD shown in fuchsia (purplish red), \$14.98 and \$19.98
Also comes in lt. soft blue, cocoa (med. brown), black, below

